

FORTUNE GREEN & WEST HAMPSTEAD NEIGHBOURHOOD PLAN

Consultation Statement

1. This document is the Consultation Statement which accompanies the Fortune Green & West Hampstead Neighbourhood Plan. It sets out the consultation and engagement carried out by the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF) in its work in drawing up the Neighbourhood Plan. It covers the period from the inception of the NDF in late 2011 to the consultation on the proposed final draft of the Plan in early 2014. Further information about the work of the NDF - and documents which are referred to below - can be found on the NDF's website: www.ndpwesthampstead.org.uk

2. In late 2011 concern was expressed by a number of residents and groups about the scale and number of developments being proposed in Fortune Green & West Hampstead. It was felt that while there was consideration of individual planning applications, not enough consideration was being given by planners and developers about the impact of a such developments on the wider area. With the Localism Bill going through Parliament at the time, it was suggested that neighbourhood planning might provide an opportunity to give residents in the Area a chance to have a say in future development and in the future shape of the Area.

3. Informal discussions continued among local groups, local councillors and at meetings - and were reported in the local press:
http://www.hamhigh.co.uk/news/resident_groups_to_unite_and_fight_high_rise_developments_1_1084319

4. In response to these discussions, a local councillor called a **meeting** of local residents and amenity groups to further discuss the possibilities of neighbourhood planning. This meeting, on 31 October 2011, was attended by a planner from Camden Council who explained the proposed function of neighbourhood plans. It was agreed by those present (18 people) that there was interest in drawing up a neighbourhood plan for the area and that the issue should be referred to a public meeting.

5. The issue of neighbourhood planning was put on the agenda for a meeting of the **Fortune Green & West Hampstead Area Action Group** on 6 December 2011. This is a public meeting organised by the local councillors, open to all those living or working in the area. After further discussion of the possibilities of Neighbourhood Planning, it was agreed that a meeting be called to set up a Neighbourhood Development Forum. Contact details were collected of those interested and initial work took place on the practicalities of establishing an NDF. It was agreed that if an NDF was established, it would report back on its work at all subsequent Area Action Group meetings.

6. As part of the research into establishing an NDF, a number of local people attended a **workshop** organised by Camden Council on 24 January 2012 to discuss neighbourhood planning in the borough. Further information was given about the work involved and the necessary steps in establishing an NDF. Camden Council also said it was establishing a website to share information about neighbourhood planning in the borough, which NDFs could use as a resource: www.camden.gov.uk/neighbourhoodplanning

7. The **first meeting** of the Fortune Green & West Hampstead Neighbourhood Development Forum took place on **25 January 2012** at Sidings Community Centre. The meeting was attended by 26 people, including local councillors. An interim chairman was elected and there was discussion about the future shape of the NDF and work necessary to formally establish such a group. Initial discussions took place about membership of the NDF. There was also a discussion about the area the NDF could cover. Initial agreement was reached on a boundary similar to the council ward boundaries of Fortune Green & West Hampstead. Outline chapter headings for the neighbourhood plan were circulated and discussed. It was agreed to go ahead with the formation of an NDF and to schedule monthly meetings. It was also agreed that the NDF should seek to be as open and inclusive as possible - with meetings open to all those living and working in the area; and with the minutes of every meeting published on our website.

8. At the same time as the NDF was being established, Camden Council was working to finalise its "**West Hampstead Place Plan**". Although not a planning document, the Place Plan seeks to shape the direction of council services in the area. Initial members of the NDF attended a workshop on 8 February 2012 at West Hampstead Synagogue Hall to discuss the Place Plan and to see how a neighbourhood plan could complement it to shape the future of the area. It was agreed that the NDF should draw on the work and consultations done by those working on the Place Plan and use this as a resource base for the neighbourhood Plan. Further information about the West Hampstead Place Plan can be found here: <http://www.camden.gov.uk/ccm/navigation/environment/planning-and-built-environment/place-plans/-west-hampstead/>

9. The **second NDF meeting** took place on **28 February 2012** at West Hampstead Community Centre. There was further discussion about the shape of the NDF and the area to be covered. A draft constitution was circulated and discussed. There were also suggestions for funding the NDF. It was agreed to start discussions with Camden Council planning officers to find out what help could be offered and what steps were necessary to formally recognise the NDF.

10. The **NDF meeting on 26 March 2012**, held at Sidings Community Centre, agreed that the area to be covered to be the NDF would be the existing council wards of Fortune Green & West Hampstead, with the exception of the part of each ward covering Cricklewood Broadway and Kilburn High Road. This decision followed the recommendations at the previous two NDF meetings as well as representations from local groups; the decision was

also supported by the six ward councillors for the area. The meeting agreed to adopt a constitution for the NDF - it was agreed that membership would be open to all those living and working in the area; that the NDF would have individual membership, rather than be collection of existing groups, so that new voices could be heard and encouraged to be involved; and, so as further to increase the membership of the NDF, it was agreed that there would be no membership fee and that instead donations would be requested. The meeting also elected four committee members - a chair, a vice-chair, a treasurer and a communications officer.

11. The **NDF meeting on 25 April 2012**, at The Alliance pub on Mill Lane, was attended by two Camden Council planners, who explained that the regulations about neighbourhood plans which accompanied the Localism Act. The process of applying for designation of a Forum and an Area were explained; as were the possible contents of any neighbourhood plan. Further discussions took place about involving as a wide a group of people as possible in the work of the Forum.

12. As part of work to establish the Forum, a **website** and **email address** for the Forum were set up. It was agreed that the website would publish all documents related to the work of the NDF, including agendas, minutes and presentations. This fitted in with the desire of NDF members to have a group that was as open and transparent as possible - giving local residents every chance to be involved and to follow the work of the NDF. A bank account was also opened and donations invited from members of the NDF.

13. Around this time, **further information was gathered** about the emerging picture of neighbourhood planning from groups such as Locality, Planning Aid and DCLG. The chair of the NDF attended and spoke at a neighbourhood planning event at City Hall on 15 May 2012 organised by Urban Design London. This proved an useful networking event, with other early NDFs in London. Members of the NDF committee also attended a number of other neighbourhood planning workshops and events. In mid-May, Camden Council formally approved the West Hampstead Place Plan, which included references to the NDF and its work on a neighbourhood plan. Information was also gathered for the initial evidence base - including census statistics, ward profiles, West Hampstead town centre profile, and ward health profiles.

14. At the **NDF meeting on 31 May 2012**, held at West Hampstead Community Centre, there was further discussion about what information a neighbourhood plan could include and how we could make it local to our area. It was agreed to have an initial period of consultation during June and July to find out what people living and working in the area want from the Plan. In response to complaints from some NDF members that discussions at meetings had been 'all about process', it was agreed to start work on an outline Plan. As neighbourhood planning was such a new concept - and with no approved neighbourhood plans to use as a template or example - it was decided this would be a useful way to start discussion and debate about the possible content of the Plan.

15. A **draft application to recognise the Forum and the Area** was submitted to Camden Council on 13 May 2012. This included a covering letter, the constitution of the NDF and a list of 30 names of people supporting the application (including all six ward councillors). Following comments from planning officers, a revised application was submitted on 27 May. On 8 June, the application was rejected by Camden Council officers. They requested that the Forum carry out more engagement with the wider community. Subsequent discussions among members of the NDF focused on whether this request was reasonable and whether it was worth continuing with the NDF process. It was decided to continue with the NDF and to resubmit an application later in the year.

16. Following the NDF meeting in May, a **leaflet** was produced as part of the Forum's first consultation. The leaflet explained the work of the Forum and asked what issues people would like to see covered in the Plan. Additional questions were:

- What do you like about the area?
- What are the things you like about your street?
- What things would you like to protect in your area?
- How do you think the area should develop in future?
- Where should new development in the area be located?

The leaflet was circulated to all on the NDF mailing list in order to start a debate and gather early information. The leaflet referred people to the NDF website for more information - and gave an email address for those wanting to join.

17. On 25 June 2012 the chair of the NDF held a **drop-in session** for any member of the NDF who wanted to ask questions and/or discuss any particular issues. A number of members attended, including a representative of the West End Green Conservation Area.

18. On 30 June & 1 July 2012 the NDF had a **stall at the annual Jester Festival** on Fortune Green. This is the main local event of the year and was a key focus for the initial consultation work. The stall featured photographs of about 20 buildings in the area, and invited people to indicate whether they 'love it' or 'hate it'; people also wrote comments.

*(the results - including the photographs - can be seen in **Appendix 1**)*

Members of the NDF also gave out copies of a survey asking people questions about the area and planning issues. The survey was also available to complete online. In all, there were 180 responses, which gave an important early guide on the issues the NDF needed to focus on.

*(the results - including demographic breakdown of the respondents and a list of comments from the free text section of the survey - can be seen in **Appendix 2**)*

The NDF also used the stall and survey to gather email addresses for the NDF's mailing list, to further widen the number of people involved in the NDF and its work.

Photo 1: Jester Festival stall 2012



19. Following an overwhelmingly positive response to the NDF's work at the Jester Festival stall, it was decided to push the process forward and publish an initial draft of the neighbourhood plan. The **First Draft** was published on 22 July 2012 and was circulated to all those on the NDF mailing list. The Plan was 16 pages long and had no policies. It briefly outlined the issues raised so far and which could be included in a neighbourhood plan. The draft also quoted from relevant sections of the NPPF, the London Plan & the Camden LDF to indicate how it could conform with these documents. Feedback from NDF members was that the document was a good start; most felt it outlined the main issues; there was a request for greater consideration of the issue of housing; and there were also requests for work to start on drawing up policies.

Along with all subsequent drafts of the Plan, the document now forms part of the NDF's evidence base - and can be seen on our website.

20. The **NDF meeting on 26 July 2012**, held at West Hampstead Community Centre, discussed the initial results from the Jester Festival surveys. It was agreed to have a second phase of consultation between August and October to continue the process of engagement

and spreading the word about the work of the NDF. The meeting also discussed the First Draft - comments made included: concerns about the height of new buildings; concerns about the design of new buildings and the use of grey brick; concerns about the number of new developments proposed. On the positive side, it was felt that the Plan could give more weight to the views of local residents in the planning process and could improve the dialogue between planners/developers and the community.

21. In August 2012, as part of its commitment to consultation and engagement, the NDF prepared a draft **Community Involvement Strategy**. The document set out the principles which would underpin the rest of the NDF's work. The document was consulted on among NDF members and subsequently agreed by the NDF committee.

(the full CIS can be seen in Appendix 3)

22. In **early September** 2012 the NDF had renewed discussions with Camden Council planning officers about making a second application to designate the Forum and the Area. There were detailed conversations about the boundary of the Area; officers asked the Forum to consult groups in neighbouring areas as part of the work to confirm the boundary. The Council also stressed the need for full and widespread consultation.

23. Subsequent consultations by the NDF to confirm the **boundary of the Area** found: no demand for an extension of the area to the north into the London borough of Barnet; no desire to extend the boundary to the east into the London borough of Brent; it was confirmed with the Cricklewood Improvement Programme that it would be wise to exclude Cricklewood Broadway from our area, as there were suggestions of a future Cricklewood neighbourhood plan; it was also agreed with groups in Kilburn to exclude Kilburn High Road, as there were suggestions of a future cross-borough Kilburn neighbourhood plan; and that groups to the west of the area, on the other side of Finchley Road, were also looking into establishing their own NDF. While these consultations were confirmed and agreed with Camden Council, one residents group in the south of the proposed NDF area raised an objection. Members of West Hampstead Gardens and Residents Association (WHGARA) said they wanted more time to consider whether to be part of the NDF. In a subsequent vote of WHGARA members in November 2012, 75% agreed to be part of the NDF. At the end of the process the boundary, originally agreed in March, was confirmed.

24. At the **NDF meeting on 18 September 2012**, held at The Alliance pub on Mill Lane, there was further discussion about the boundary of the area and the new application for designation. It was also agreed to enact the points raised in the Statement of Community Involvement and continue to spread the word about the Forum. Further discussion about the First Draft focussed on the improvement and protection of green/open space in the area; the need for consideration of design of new buildings; and the need for the second draft to contain outline policies.

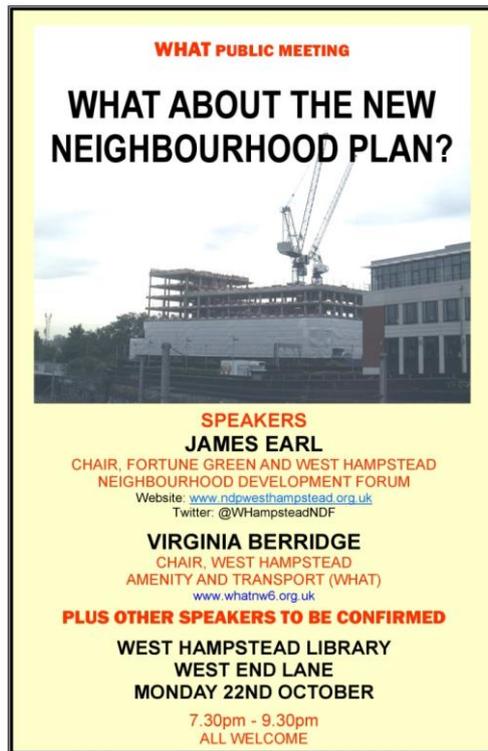
25. In **late September** 2012 the NDF set up a **Twitter** account [@WHampsteadNDF](#). This was to provide a public platform for NDF announcements and updates. It was also hoped to engage younger people living in the area, including those in private rented accommodation, as well as shops, businesses and other local groups. At the time of writing, the account has more than 700 followers and has proved to be extremely effective in spreading the word about the NDF and our consultations.

<<SCREEN GRAB>>

26. In addition to the Twitter account, the NDF and its work has regularly featured on the popular **West Hampstead Life website**: <http://www.westhampsteadlife.com/> As well as its weekly email (which goes to around 1,250 people) and its associated Twitter account [@WHampstead](#) - which has nearly 9,000 followers.

27. The NDF, its work and its consultations has also received positive coverage in the two main **local newspapers**: the Ham & High and the Camden New Journal.

28. A **public meeting** - jointly organised by the NDF and West Hampstead Amenity & Transport (WHAT) - took place at West Hampstead Library on **22 October 2012**. The speakers were the chair of the NDF, the chair of WHAT, a representative from Urban Design London & a Camden Council planner. The meeting was attended by more than 70 people. The four speakers outlined some of the issues involved in neighbourhood planning, the pressures facing the Fortune Green & West Hampstead area, and the possible contents of a finalised neighbourhood plan. There followed a question and answer session and a debate on some of the issues facing the NDF. Issues raised included concern about the scale of development in the area; how to control design; worries about the infrastructure in the area being overwhelmed; a fear that the neighbourhood plan will be too late; a need to consider the town centre's requirements; and a need to consider future residents of the area. Further email addresses were gathered for the NDF's mailing list and more people were encouraged to be involved.



29. Following the public meeting, a **Second Draft** of the Plan was produced and sent to all those on the NDF mailing list on 25 November 2012 . The draft introduced the first policies - including a proposal for 12 "core policies", which sought to set out the main issues to be addressed by the Plan (these would later form the basis for the Vision & Objectives). The draft also listed some specific sites in the Area, which had been mentioned during previous meetings and consultations. There were also alterations and additions to the text, to reflect the responses to the First Draft.

30. At the **NDF meeting on 29 November 2012**, held at Emmanuel Church, the boundary of the NDF area was formally agreed. There was also a discussion about the Second Draft of the Plan - issues raised included: the height of new buildings and whether it was possible for the Plan to limit them; what the Plan could do to support local businesses and jobs; there was a request to mention smaller sites and infill developments; concerns about basement development; community access to open space; and the poor situation for pedestrians in the West Hampstead interchange area. There was also a discussion about proposals for a Camden Council CIL and about the transparency of s106 payments.

31. Following further discussions with Camden Council officers, a **second application to recognise the Forum and the Area** was submitted on **4 January 2013**. The application included a supporting letter; the constitution of the NDF; a list of 28 names of people supporting the application (including all six ward councillors for Fortune Green & West Hampstead); a list of groups involved in the work of the Forum to date; the results of the

Summer 2012 survey; the Community Involvement Strategy; and a map of the proposed area.

*(The supporting letter can be seen in **Appendix 4**)*

32. The **list of local groups and associations** who had been consulted and/or involved in the work of the NDF between January-December 2012 is reproduced here:

- West Hampstead Amenity & Transport (WHAT)
- West Hampstead Local Consultation Group (WHLCG)
- West Hampstead Business Forum
- West Hampstead Gardens & Residents Association (WHGARA)
- Hillfield & Aldred Roads Residents Association (HARRA)
- Gondar & Agamemnon Residents Association (GARA)
- Fordwych Residents Association (FRA)
- Menelik Area Residents Association (MARA)
- Lymington Road Residents Association (LRRRA)
- Buckingham, Avenue & Marlborough Mansions (BAM)
- West Hampstead Conservation Area Advisory Committee
- West Hampstead Community Centre
- Sidings Community Centre
- West Hampstead Safer Neighbourhoods police team
- Fortune Green Safer Neighbourhoods police team
- Friends of Fortune Green
- Friends of Hampstead Cemetery
- Friends of Maygrove Peace Park
- Transitions West Hampstead
- West Hampstead Life blog
- Fortune Green & West Hampstead Area Action Group
- All six ward councillors for the area

33. At the **NDF meeting on 28 January 2013** at Sidings Community Centre, there was a report on the new application to Camden Council; discussion of an offer of assistance from the Prince's Foundation; and a discussion about the NDF's work for the year ahead. There was also a further discussion about the proposed Second Draft of the Plan - issues raised were: the height of new buildings and suggestions for a maximum; small sites not mentioned in the Plan; a suggestion for a section in the Plan on specific sites outside the West Hampstead Growth Area; a need for the Plan to examine the issue of design; a discussion about the colour of bricks used in new development; concerns about a reduction in the number of commercial sites in the area, with many being converted to housing; and the future of the Council owned building at 156 West End Lane, which is in the Growth Area. Following discussions with Council officers, it had been agreed to aim for a referendum on the Plan between May 2014 and May 2015 (to avoid clashing with the local elections or the general election).

34. Camden Council began their six week **consultation on the application to designate the Forum & Area on 31 January 2013** - which ran until 15 March. In all 125 responses were received. 120 responses (96%) were in favour of the designation of the Forum and the proposed Area. One objection was received from Kingsgate Community Centre in Kilburn regarding the southern boundary of the area; this was subsequently withdrawn following discussions with the Centre. The other objections related to complaints about a lack of engagement and consultation. The NDF committee agreed with Council officers that there would be a renewed effort to consult and engage following the designation. A decision was made to formally approve the Neighbourhood Forum and Neighbourhood Area by the relevant Camden Council cabinet member on 9 May 2013.

35. During **February and March 2013**, as part of its work to publicise the consultation on the application, the NDF prepared an **information sheet** answering basic questions about neighbourhood planning and how people living in the area could find out more information. Copies were distributed to local groups and at local meetings; and were posted at West Hampstead Library and the area's community centres.

*(a copy of the information sheet can be seen in **Appendix 5**)*

36. At the **Area Action Group meeting on 11 February 2013**, at West Hampstead Synagogue Hall, members of the NDF committee reported on the work of the NDF to date and answered questions.

37. A **Third Draft** of the Neighbourhood Plan was published on **22 February 2013**. The Plan contained a reworked version of the 12 core policies in the Second Draft and 11 other policies. Most of the changes were based on comments received on the Second draft, and focussed on the chapters about future development and site specific policies. The Draft was sent to all on the NDF mailing list. It was also published on the NDF website and sent to Camden Council planning officers for their initial comments. A consultation on the Third Draft ran until the end of April.

38. At the **NDF meeting on 25 February 2013**, at Emmanuel Church, there was an update on the consultation and requests to further spread the word about the NDF. The meeting also considered the Third Draft of the Plan. Among the issues raised were: a proposal for changes to the core policies were circulated by WHGARA; there was a further discussion about the height of buildings; the need for new development in the West Hampstead Growth Area; the need for more affordable housing; the need to consider the future provision of housing in the area; a general welcome for the sections on businesses and town/neighbourhood centres; a general welcome for the sites identified outside the Growth Area. There was also a discussion about how to engage younger people in the NDF, particularly private renters - a specific workshop was proposed to address this.

39. Following an offer of assistance from the **Prince's Foundation**, a **workshop** was organised on **13 March 2013** at West Hampstead Library. The meeting was open to any

members of the NDF who wished to attend. The workshop was led by Biljana Savic from the Prince's Foundation and the independent planning adviser, Vincent Goodstadt. The two gave a review of the Third Draft of the Plan and explained how it could be restructured to be more effective. They also suggested that the policies be separated from the recommendations. It was explained that the core policies would work better as objectives, and could inform the overall vision for the Plan. They also suggested how the wording of the policies could be improved. The presentation they gave was sent to all NDF members and published on the NDF website. Following their presentations there was further discussion, a question and answer session, and break-out groups to discuss specific issues. Those who attended the workshop welcomed the support and clear advice being given to the NDF. It was agreed that further work would go into a new draft of the Plan, incorporating their suggestions for a significant restructuring of the document.

40. In order to inform the NDF's work on **engagement** another **workshop** was organised on **15 April 2013** at West Hampstead Community Centre. Biljana Savic from the Prince's Foundation gave a presentation about how other neighbourhood forums had successfully worked on consultation and engagement. Among the topics covered were: stakeholder analysis; outreach methods; engagement methods; and a description of the key methods that seemed to work for other NDFs. Her presentation was circulated to all NDF members and posted on the NDF website. There was further discussion about what groups to involve and how to engage them. Ideas and suggestions were gathered to inform the next stage of the NDF's work.

41. At the **NDF meeting on 22 April 2013** at St James' Church, the existing committee members were re-elected and two new committee members were elected. Discussions followed up on the outcomes and actions from the workshops on 13 March & 15 April. There was further discussion about the Third Draft of the Plan and how it would be restructured following the advice received.

42. A **Fourth Draft** of the Neighbourhood Plan was published on **1 May 2013**, and was circulated to all those on the NDF mailing list and published on the NDF website. The Plan was significantly restructured from the Third Draft - with a new Vision statement and 6 Objectives replacing the previous 12 core policies. The document was also restructured to give more of a focus to the policies (chapter 4) - with non land use issues clearly separated into recommendations for action. The document was consulted on until 31st May.

43. On **21 May 2013** a **workshop targeted at those under the age of 45** was jointly organised by the West Hampstead Life website and the NDF at the Alice House on West End Lane. The speakers were the chair of the NDF, the writer of the WHL website and local councillor Flick Rea. The aim of the event was to gather the views of those who hadn't previously attended NDF members, especially those in private rented accommodation. Issues raised included: the scale of development in around the West Hampstead Interchange; parking; car-free development; street clutter; local shops and the town &

neighbourhood centres; the variety of houses on offer to rent and buy; and the design & height of new buildings. A write up of the event can be seen here:

<http://westhampsteadlife.com/2013/06/09/whampforum-the-people-speak/2692>

44. As part of the work to promote the NDF and give it a clearer identity, **a competition was launched to find a logo for the group**. This was promoted by email, on the NDF's Twitter account and on the West Hampstead Life website. A number of entries were received and a winner was selected - see below. This image, and variations of it, were used on all subsequent NDF mailings and publicity materials. The graphic designer who created the design was subsequently employed by the NDF to produce other publicity materials, including leaflets and posters.



45. At the **NDF meeting on 22 May 2013** at West Hampstead Library, there was a discussion about plans for a further round of engagement and the need to seek the views of as many people as possible living and working in the Area. There was a discussion about the Fourth Draft of the Plan - issues raised included: the height of new buildings and whether a limit was appropriate or achievable; restrictions on basements; traffic and road issues; the need to treat the Area as a whole; whether or not to call for new Conservation Areas; and the need for more engagement.

46. Following the designation of the Forum and Area by Camden Council on 9 May 2013, a series of events were planned as part of a **new programme of consultation and engagement** - to both promote and highlight the work of the NDF, and to seek views about what should go in the Plan. The events - during June & July - are listed below. To aid this engagement, the NDF produced a **leaflet** - giving information about the NDF and the Plan. The leaflet also sought responses to three questions:

- What do you like about West Hampstead & Fortune Green?
- What don't you like about West Hampstead & Fortune Green?
- What would you like to change about West Hampstead & Fortune Green?

*The leaflet can be seen in **Appendix 6***

*The list of responses received can be seen in **Appendix 7***

*An infographic - sorting the responses into categories - can be seen in **Appendix 8***

In all, at the events listed below (*paragraphs 47-62*) nearly 1,000 leaflets were given out.

47. On **1 June 2013** members of the NDF gave out leaflets and talked to local residents at the "**Big Lunch**" on West End Green organised by WHeart and also at the Fortune Green "**Film on the Green**" organised by Friends of Fortune Green.

48. In the week beginning **3 June 2013**, NDF members embarked on a several weeks of work in an attempt to **engage all the shops and businesses in the area**. The aim was to give a leaflet to all the commercial premises - of whatever type - in an effort to inform them about the NDF and to give them an opportunity to contribute their views.

49. On **3 June 2013** members of the NDF committee attended a meeting of the West Hampstead **Women's Institute**, gave out leaflets and answered questions.

50. On **8 June 2013** NDF members held a **street surgery** on Maygrove Road. Leaflets were given out and survey responses collected. A board with pictures of recent developments was used to engage local people about planning issues and as a prompt to find out what they wanted to be included in the Plan.

51. On **15 June 2013** two **walkabouts** of the area took place - one covering Fortune Green ward and one covering West Hampstead ward. More copies of the leaflet were also distributed. Comments about buildings and other issues were collected and noted - and a series of photographs were taken, which were posted on the NDF website.

52. A **Fifth Draft** of the Neighbourhood Plan was published on **17 June 2013**, to take into account the responses received to the NDF's engagement work to that date. The document included rewording of a number of policies and recommendations, following advice from Camden Council planners and the NDF's independent planning consultant. There were also new policies on Housing, Other Sites, Fortune Green Neighbourhood Centre, and Green Space. The section on Housing also contained new text. There were corrections and alterations to the document following comments on the Fourth Draft. The Plan was sent to all on the NDF mailing list and published on the NDF website; a paper copy was left at West Hampstead Library. The Plan was consulted on until 31st July.

53. At the **NDF meeting on 20 June 2013** at West Hampstead Library, discussions focussed on the consultation and engagement work, and what more needed to be done before the end of July. There was also a discussion about the 2011 Census statistics, which had just been released at ward level and which would form an important part of the evidence base for the Plan. There was an initial discussion about the Fifth Draft of the Plan - issues raised included: how the height of new buildings could be controlled; the need for affordable housing; and the need for greater protection of green/open space.

54. On **22 June & 29 June 2013** the NDF had a stall at the West Hampstead **Farmers' Market** on Iverson Road. Leaflets were given out and responses to questions collected. The information boards (see 50) were used to engage people in discussion and debate; to

answer questions about local planning issues; and explain the purpose of the Plan and what it could achieve.

Photo 2: Farmers' Market stall, June 2013



55. On **22 June 2013** members of the NDF gave out leaflets and answered questions at the Buckingham, Avenue & Marlborough Mansions summer **garden party**.

56. On **29 June 2013** NDF members attended the **Beckford School summer fair** - giving out leaflets and answering questions. The NDF engaged parents and children at this school - as well as other schools in the Area. The NDF also worked with the NW6 School group, which was campaigning for a new primary school in the Area.

57. On 2 July 2013 the Chair of the NDF reported back on the group's work at the Fortune Green & West Hampstead Area Action Forum at the Synagogue Hall. Leaflets were also given out as part of the engagement programme. Issues raised at the meeting included: problems with water supplies in the area, and the general need for new and improved infrastructure to accommodate the growth and scale of development in the area, particularly in the West Hampstead Growth Area; a request for more information about

S106 payments from developers and how they benefit the community; and interest in drawing up a list of CIL priorities for the area.

58. On **6 & 7 July 2013** the NDF had a stall at **the Jester Festival** on Fortune Green, for a second year running. The main focus of the stall was a consultation on the proposed Vision and Objectives in the Fifth Draft of the Plan. Visitors to the stall were asked to tick whether they agreed or disagreed with the proposed text - and were also able to leave comments. The responses demonstrated clear support for the wording of the Vision and Objectives, which are at the heart of the Neighbourhood Plan. Visitors to the stall were also given the NDF's leaflet and encouraged to submit responses to the survey. A copy of the Fifth Draft of the Plan was also available for people to look at and comment on. Further names and email addresses were gathered for the NDF's mailing list.

*A list of comments received at the stall - as well as the number of ticks for the Vision and Objectives - are listed in **Appendix 9***

Photo 3: Jester Festival stall, July 2013



59. On **8 July 2013** members of the NDF committee held a workshop with the **youth group at Sidings Community Centre**. There was a discussion about the Plan and how those present would like to see the area develop in future. Among the suggestions were: a need for more sports facilities; making it easier to move around the area, particularly improvements to the existing paths (particularly Wayne Kirkham Way) and new paths - including new bridges over the railway lines; a need to improve the area around the West Hampstead stations; shops and businesses catering for younger people; and the need for affordable housing and local jobs to enable them to stay in the area.

60. On **15 July 2013** the chair of the NDF gave a talk and answered questions at a meeting of the **Camden Cyclists Campaign** at Sidings Community centre. Discussions focussed on the policies about cycling, pedestrians and road use. There were suggestions for improving the provision for cyclists in the area - using schemes that had been tried elsewhere in London and elsewhere in Camden.

61. On **17 July 2013** members of the NDF attended a **consultation for a proposed new development on Iverson Road**. The developer had been working with the NDF to bring forward a scheme to redevelop the Iverson tyres site. The NDF welcomed the engagement work carried out by the developer and sought to encourage other developers in the area to use these methods for positive and constructive consultation with the community.

62. At the **NDF meeting on 18 July 2013** at West Hampstead Library, Camden Council planners gave a presentation about their proposed work on a 'framework' for the West Hampstead Growth Area. The presentation was subsequently posted on the NDF's website. Discussions on this subject focussed on: the need for more/new green/open space in the Growth Area; the need for new paths and better movement through the area; concern about the height and massing of any new development; the need for new public facilities, such a medical centre and a school; the need for significant improvements to the public transport infrastructure of the area, particularly West Hampstead Underground & Overground stations; the need for new business space and jobs, and the size and use of future commercial premises; the design of new buildings; the issue of views across the area; and the need for a co-ordinated approach to developments in the Growth Area - rather than seeing each application in isolation. It was agreed that the NDF and Camden Council would continue to work closely on these issues.

Other issues discussed at the meeting included: initial feedback and responses from the engagement programme and the Jester Festival stall. There was a brief discussion about the Fifth Draft of the Plan and further comments were sought by the deadline at the end of July. A number of current and planning applications were also discussed, where the NDF was submitting comments and citing the emerging draft of the Plan in its comments.

63. During **Summer 2013**, a number of meetings took place with **local businesses and landowners** to discuss specific sites in the area and what the draft Plan said about them. A meeting with Richard Loftus, the owner of several sites on Blackburn Road, took place on 6 June - this focussed on Blackburn Road and the West Hampstead Growth Area. A meeting with Travis Perkins took place on 16 July - this focussed on their desire to remain on the 156 West End Lane site and its possible future development, with reference to its place in the West Hampstead Growth Area and Camden Council's Site Allocations Document. A meeting with Land Securities (owner of the O2 Centre and car park) took place on 30 August - this focussed on their plans for the O2 Centre car park site and the possibilities for redeveloping the site in the future. A follow up meeting with Land Securities took place on 9 December. A

follow up meeting with Richard Loftus took place on 3 February 2014, during the consultation on proposed final draft.

64. During **August 2013** further meetings took place between members of the NDF committee and **Camden Council planners**. This informed work on the next draft of the Plan and focussed on specific advice about the wording policies in the Plan to take into account the responses from the programme of consultation and engagement.

65. At the **NDF meeting on 29 August 2013** at West Hampstead Library, there was further discussion about the results of the consultation and engagement work over the summer. These comments were fed back into the next draft of the Plan. There was further discussion about current planning applications and tentative plans for specific sites in the area - the feeling was that with many new planning applications coming forward across the area, the NDF should continue to work towards a final draft of the Plan by the end of the year. There was also discussion about further engagement work - including plans for a leaflet to every household in the Area and another workshop to examine in detail the proposed policies in the Plan.

66. A **Sixth Draft** of the Neighbourhood Plan was published on **1 September 2013**. The Plan contained a number of specific alterations and amendments following the results of the programme of consultation and engagement over the summer. There were also changes following the feedback on the Vision and Objectives at the Jester Festival stall. Some of the policies had been reworded - largely due to advice from Camden Council planners. There were no new policies. The previous section on Infrastructure was separated into two parts, covering Transport and Community Facilities. Some of the text had been redrafted to make reference to polices in the NPPF. Due to the complexity of some of the issues involved, it was decided to leave further amendments to the section on the West Hampstead Growth Area until the next draft; further discussions on this issue would take place later in the year. The document was sent to all on the NDF mailing list - including local businesses and land-owners. It was also posted on the NDF's website. The consultation on the document originally ran until 30 September - but was later extended to 31 October.

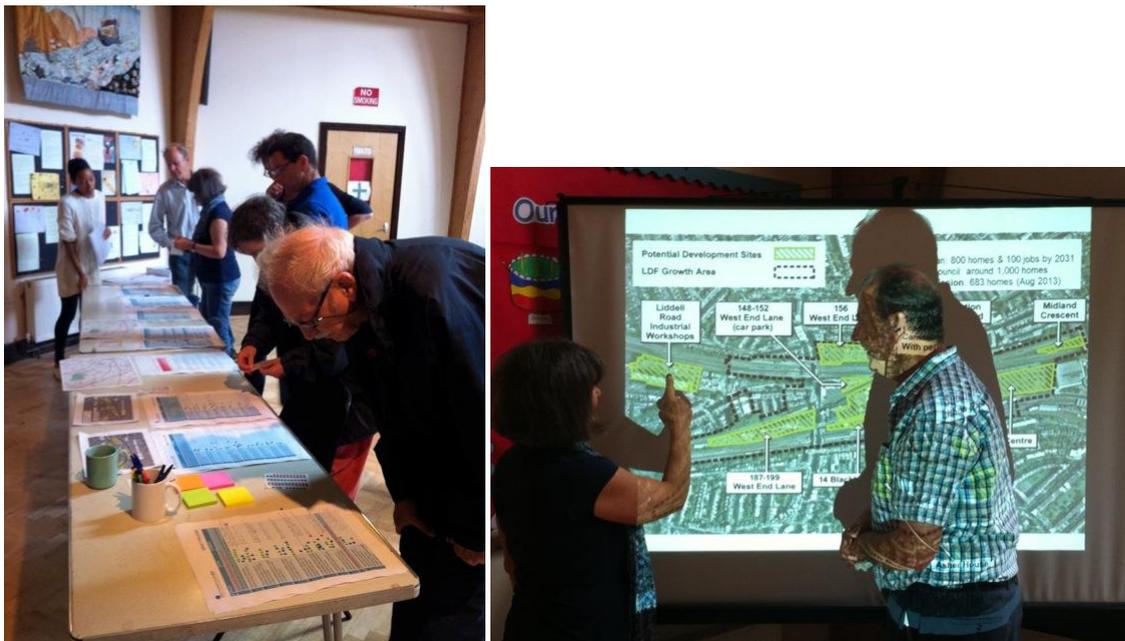
67. At the **NDF meeting on 23 September 2013** at West Hampstead Library, there was a discussion about the Sixth Draft. Issues raised included: suggestions of more detail about the West Hampstead Growth Area; a request for more information about the need for improvements to public transport - particularly the three West Hampstead stations; a need for more consideration of the need for more community facilities. There was also a discussion about what issues the NDF wanted to focus on over the coming months and what remaining engagement was needed.

68. On **25 September 2013** NDF members attended a consultation event organised by Camden Council to discuss proposals for the **Liddell Road** site. Details had been circulated to NDF members who were urged to submit their views. As an important commercial and

potential development site in the Area, the NDF was closely involved in this consultation and submitted comments about the current and future use of this site.

69. On **28 September 2013** the NDF organised a **workshop** at St Cuthbert's Church Hall. All members of the NDF were invited to similar sessions, one in the morning and one in the afternoon. The event was hosted by the NDF's independent planning consultants, Biljana Savic and Vincent Goodstadt. The aim was to make the event as informal as possible, allowing people to drop-in at times convenient to them. In all, around 30 people attended the event, which focussed on a consultation on the policies in the Sixth Draft the Plan. The policies were introduced and explained and discussed. Attendees were then asked to put coloured sticky dots next to the policies which they agreed with and disagreed with. There was also the ability to write comments. The paper copies of the responses are available for inspection on request. The main outcome of the meeting was for more consideration to be given to the issue of design - with the request for a specific and separate policy on this in the next draft; as well as more detail in the Plan about the West Hampstead Growth Area and issues such as height of new buildings and the need for additional infrastructure in the area.

Photos 4 & 5: Workshop, September 2013



70. On **5 October 2013** members of the NDF committee had a stall at the **Heritage Fair** at Sidings Community Centre. This provided a useful opportunity to give out leaflets, use display boards to encourage debate and comment, and to further spread the word about the work of the NDF and give people an opportunity to comment on the draft Plan.

71. The main part of the NDF's engagement work in Autumn 2013 was the production of a **leaflet that was distributed to all households in the Area**. This was funded by a grant from

Locality, which was received over the Summer - the NDF didn't have the funds to do this earlier. The four-page leaflet explained the work of the NDF, outlined the main issues and also contained maps of the area (see below). The leaflet also featured a survey, which could be completed on paper or online. In all, more than 11,000 leaflets were distributed.

*The responses to the leaflet can be seen in **Appendix 10***

KEEP IN TOUCH

We need your views

1. Please rate these priorities (tick your top three)

Housing Jobs Transport Open Spaces Community Facilities Shops

2. What do you like about West Hampstead? (tick your top three)

Green Spaces Village Feel Transport Shops People Location

Other _____

3. What don't you like about West Hampstead? (tick your top three)

Rubbish/Fly-tipping Expensive Housing Lack of Amenities New Development

Lack of Shops Traffic Other _____

4. What community services/facilities is West Hampstead lacking?

5. And finally, what would you like to change about West Hampstead?

HELP SHAPE

the local plan that could improve the future for everyone

Join www.ndpwesthampstead.org.uk and explore the possibilities

ABOUT YOU

We would like to capture the views of all sections of our community. To help us monitor how successful we are in doing so please provide the following information (tick where appropriate)

Your age group: under 25 25-40 40-65 over 65

Your postcode/street: _____

How many people in your household? adults _____ children _____

How many years have you lived in the area? _____

One lucky entrant will win a prize!

To be entered for the prize, please give name and house number _____

To be added to the NDF mailing list, please add your email _____

You can either complete this on-line www.ndpwesthampstead.org.uk or fill in your answers and drop off at West Hampstead Library, Dennington Park Rd., London NW6 1A. Please reply before October 31st, 2013.

WHAT IS A NEIGHBOURHOOD DEVELOPMENT FORUM?

An NDF is a way for people to shape their area. As part of the Localism Act, the government has given powers to local communities to draw up a Neighbourhood Plan. A Neighbourhood Development Forum has to be established to draw up a Plan. In Fortune Green & West Hampstead, local groups and individuals came together to form an NDF in 2012. Now it's time to work out the best local Plan.

WHAT IS A NEIGHBOURHOOD PLAN?

The Neighbourhood Plan for our area will contain planning policies, which will have weight with planners and developers when making planning decisions. After approval in a referendum, the Plan becomes a statutory planning document, sitting alongside the existing plans for England, London & Camden.

WHAT ARE THE MAIN ISSUES?

Part of West Hampstead (around the three stations) has been designated as a growth area for new homes and jobs. Developments are also proposed across Fortune Green & West Hampstead. We need to accommodate this growth, make sure adequate infrastructure is in place, and protect the area from over-development.

LIKE TO HELP SHAPE THE LOCAL FUTURE?

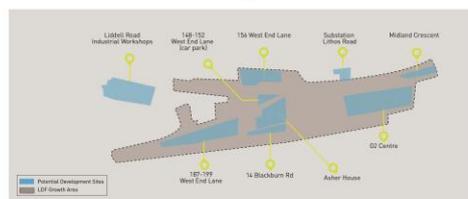
Get involved. Help spread the word about the Forum. Come and join in meetings, workshops and walkabouts. We will be out and about in the community over the coming months.

To find out more about NDF, please visit:
www.ndpwesthampstead.org.uk
ndpwesthampstead@gmail.com

Follow us on Twitter: [@RWHampsteadNDF](https://twitter.com/RWHampsteadNDF)



MAP OF THE AREA COVERED BY THE FORUM AND THE PLAN



72. At the **NDF meeting on 17 October 2013** at West Hampstead Library, there was discussion about proposals for specific sites in the area - including Gondar Gardens, Broadhurst Gardens and Liddell Road. There was a report back about the workshop in September and further discussion of the issues raised. Comments were made on the Sixth Draft of the Plan and further suggestions were requested ahead of the deadline at the end of October.

73. As part of the last stage of consultation and engagement before the publication of the proposed final draft of the Neighbourhood Plan, the NDF worked with the social enterprise company - Commonplace - on an **online mapping project**. This was mainly focussed on the West Hampstead Growth Area and the area around it. People visiting the site could submit comments on specific places and say if they liked or disliked the area. The map was tested in November and December 2013. It was promoted at various events, including NDF meetings and at a stall at the West Hampstead farmers' market on 7 December. The software was relaunched in early January 2014 - and the comments submitted fed into consultation on the proposed final draft of the Plan.

The map can be seen at this site: westhampstead.commonplace.is

<<SCREEN GRAB>>

74. There was a report and update on the work of the NDF at the Fortune Green & West Hampstead **Area Action Group on 13 November 2013**. Questions were answered and plans were outlined for the publication of the proposed final draft of the Neighbourhood Plan in the coming months.

75. At the **NDF meeting on 18 November 2013** at West Hampstead Library, there was a discussion about the responses to the survey from the all-household leaflet. There was further discussion about specific sites and current planning applications. It was agreed that the comments received on the Sixth Draft were broadly positive and that the next draft of the Plan to be published would be the proposed final draft. The rest of the meeting focussed on a detailed discussion about the West Hampstead Growth Area and what the Plan could say about this. Issues raised included: how far the Plan could go in setting out the future shape of the Growth Area; what the Plan could say about height and design; how much detail the Plan should go into - should it comment and set out policies for each site?; concerns that jobs were being lost rather than created in the Growth Area and the need for policies to promote employment and growth; concerns about the scale of development, the lack of affordable housing in many large schemes and concerns about the lack of adequate infrastructure for a fast-growing population. It was suggested the NDF seek more professional help on the wording of policies and some assistance from local architects to advise on design issues.

76. On **28 November 2013** members of the NDF attended a meeting to relaunch the **West Hampstead Business Association**, which was attended by the Mayor of London Boris Johnson. The issue of the NDF was raised and leaflets distributed.

Photo 6: Mayor of London & NDF Chair, November 2013



77. On **30 November 2013** members of the NDF gave out leaflets at the **West Hampstead Christmas Market** on West End Green. Further views about the area were sought and collected and more people were informed about the NDF's work.

Photo 7: West Hampstead Christmas Market, November 2013



78. At the **NDF meeting on 10 December 2013** at West Hampstead Library, there was detailed discussion about a number of specific sites in the area and plans for them. In order to further inform the new policy on design, two local architects were invited to the meeting to discuss how the Plan could influence this issue; a number of suggestions were made, which fed into the text of the proposed final draft. The meeting also agreed to go ahead with the publication of the proposed final draft in early January; it was agreed that because of the number of planning applications being submitted, there was a need for the Plan to come into force sooner rather than later.

79. The **rest of December** was spent working on the proposed final draft of the Plan. All the comments received on the previous drafts of the Plan were reviewed, as were consultation responses and the results of the various surveys conducted by the NDF during the past two years. Further professional advice was received on the wording of policies in the Plan from Camden Council planners, independent planning advisers (including one who was new to the Plan and hadn't seen any of the earlier drafts), and a planning barrister. At a meeting of the NDF committee on 5 January 2014, gave the final sign off on the publication of the proposed final draft and the start the six week statutory consultation.

80. On **9 January 2014** the **proposed final draft of the Neighbourhood Plan** was published. The main changes were: amendments and revisions following all the comments received on the Sixth Draft - including from Camden Council planners; a new policy on Design (Policy 2); a rewritten section on the West Hampstead Growth Area (4B); the addition of the first draft of the Delivery Plan and appendices. The draft maps accompanying the Plan were circulated separately shortly afterwards. Comments were invited on document until 28 February - allowing for a consultation period of just over 7 weeks (longer than the 6 weeks required in the regulations).

81. The proposed final draft of the Plan was circulated widely, as set out below:

- To all members of the NDF mailing list (nearly 300 people)
- A copy was posted prominently on the front page of the NDF website
- The publication was publicised on the NDF's Twitter account
- Paper copies were left at West Hampstead Library, West Hampstead Community Centre & Sidings Community Centre
- The Plan was circulated to all 6 ward councillors for the Area - as well as local landowners, developers and businesses.
- The Plan was publicised on the West Hampstead Life website:
<http://westhampsteadlife.com/2014/01/22/last-chance-to-speak-up-on-local-plan/10056>
- Articles about the Plan were written in the local press - featuring in both the Camden New Journal and the Ham & High.
- The Plan was sent to the local MP for the Area (Glenda Jackson, Hampstead & Kilburn) - as well as the three prospective parliamentary candidates selected for the 2015 general election (Tulip Siddiq, Simon Marcus & Maajid Nawaz)

- The Plan was sent to ward councillors for the areas neighbouring the NDF area (Kilburn, Swiss Cottage and Frogal & Fitzjohns in LB Camden; Child's Hill in LB Barnet; and Mapesbury in LB Brent)
- The Plan was sent to groups along the southern boundary of the area, where it was felt there were issues of joint concern. This included Kingsgate Community Centre in Kilburn and CRASH (Combined Residents Association of South Hampstead)
- The Plan was sent to the statutory consultees, on the basis of a list provided by Camden Council (*see below)
- Paper copies of the Plan were given out at the meetings and events listed below.
- Camden Magazine??

(*the office of the Mayor of London; Transport for London; LB Brent; LB Barnet: LB Westminster; City of London; LB Islington; LB Haringey; Coal Authority; Homes & Communities Agency; Natural England; Environment Agency; English Heritage; Network Rail; Highways Agency; Internet Service Providers Association; BT; Mobile Operators Association; NHS London; National Grid; British Gas; Thames Water).

82. In order to promote the consultation on the proposed final draft of the Plan, the NDF produced a two-sided leaflet informing local residents and workers about the Plan and how they could submit comments.

WEST HAMPSTEAD NDF
Neighbourhood Development Forum

LOCAL PLAN

Have your say in the proposed final draft of the new Neighbourhood Plan for West Hampstead

www.ndpwesthampstead.org.uk
@WHampsteadNDF
ndpwesthampstead@gmail.com

What is a Neighbourhood Plan?

The Plan contains policies for the future development of the two council wards of Fortune Green and West Hampstead, which will have weight with planners, developers and councillors when they are making planning decisions.

What does the Plan cover?

The Plan has 17 policy areas (in the speech bubbles overleaf) which apply to a range of subjects. There are also recommendations for action to help improve the area and the way planning decisions are made.

What are the main issues?

Fortune Green and West Hampstead are experiencing significant growth in both population and new development. The Plan seeks to accommodate this growth, make sure adequate infrastructure is in place, and protect the area from over-development.

What is the 'West Hampstead Growth Area'?

This area around the railway stations and between the railway lines has been designated for development in the London Plan - which says there should be a minimum of 800 new homes and 100 new jobs.

What happens next?

- The proposed final draft of the Plan is being consulted on until the end of February.
- Comments can be submitted to the email address overleaf between now and February 28th. Paper comments can be left at West Hampstead Library.
- In March the comments will be reviewed and the Plan amended as appropriate.
- In April the Plan will be submitted to Camden Council.
- After the local elections in May, Camden Council will have their own consultation on the Plan.
- The Plan then goes to an Inspector who assesses if it is legally sound.
- If the Inspector approves the Plan, there is a referendum of all those living in area to decide whether or not to adopt it. The referendum is due to happen in Autumn 2014.
- You can see the draft Plan on our website www.ndpwesthampstead.org.uk

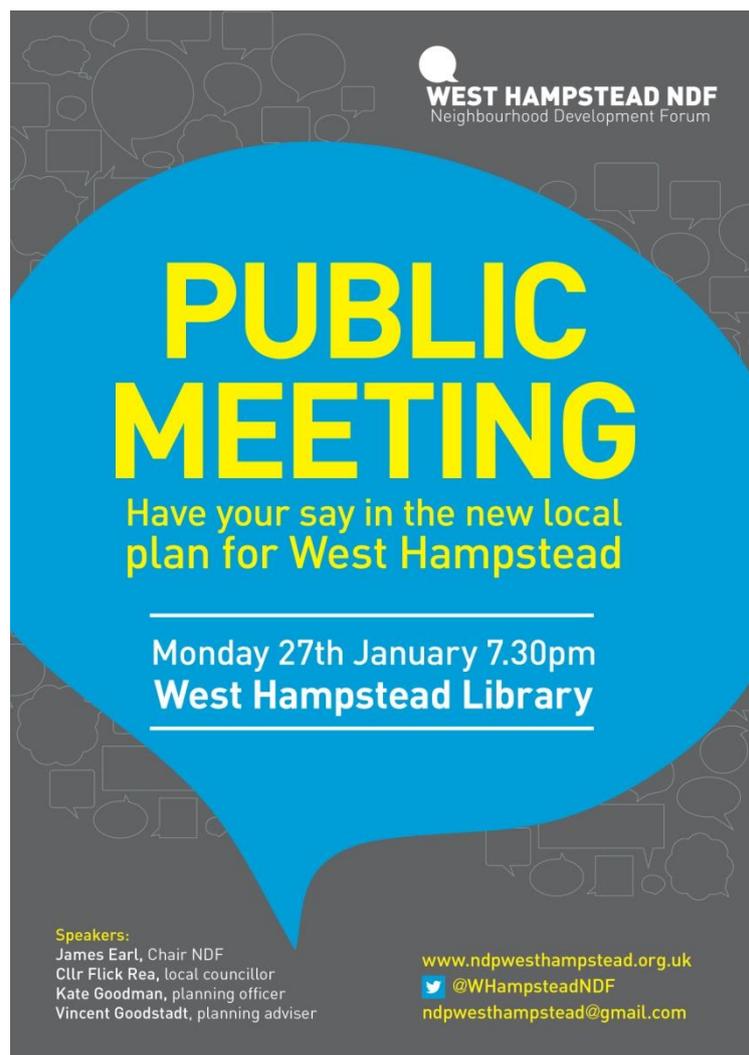
Now's the time to have your say

Let us know what you think about the Plan

We want to hear your views!

83. As the Plan was only **the second in London** to reach the proposed final draft stage, the chair of the NDF was invited to speak at a **conference** organised by Urban Design London on 15 January 2014 to discuss planning in the London context. The event was useful in spreading the work about the Fortune Green & West Hampstead Neighbourhood Plan to other planning practitioners in other parts of London and other boroughs. The advice of the NDF was also sought by other NDFs both in Camden and across London.

84. The main event to publicise the proposed final draft was a **public meeting** held on **27 January 2014** at West Hampstead Library. There were four speakers - the Chair of the NDF, a Camden Council planner, a local councillor and one of the NDF's independent planning advisers. The event was widely publicised via email, twitter, local blogs and with posters in the windows of local shops and businesses. After the speakers gave presentations, the floor was open to a question and answer session. Issues raised included: how to protect trees in the area; the scale of development in the West Hampstead Growth Area; basement extensions; employment sites; housing densities; congestion on West End Lane around the three stations; the social value of development; a need for wider pavements; the need for more green spaces; and the need for more public toilets.

A vertical poster for a public meeting. The background is dark grey with faint white speech bubble icons. At the top right is the logo for 'WEST HAMPSTEAD NDF' (Neighbourhood Development Forum). A large blue speech bubble shape contains the main text in yellow and white. At the bottom, there are two columns of text: 'Speakers:' followed by names and roles, and contact information including a website, Twitter handle, and email address.

WEST HAMPSTEAD NDF
Neighbourhood Development Forum

PUBLIC MEETING

Have your say in the new local plan for West Hampstead

Monday 27th January 7.30pm
West Hampstead Library

Speakers:
James Earl, Chair NDF
Cllr Flick Rea, local councillor
Kate Goodman, planning officer
Vincent Goodstadt, planning adviser

www.ndpwesthampstead.org.uk
@WHampsteadNDF
ndpwesthampstead@gmail.com

Photo 7: Public meeting, January 2014



85. As part of the work to publicise the Plan, members of the NDF committee attended a series of **events in the Area to publicise the Plan**; give out leaflets and paper copies of the Plan; to encourage people and groups to respond to the consultation and submit comments; and to answer any questions. The main events attended were:

- Gondar & Agamemnon Residents Association AGM on 8 January
- Crediton Hill Residents Association AGM on 4 February
- West Hampstead Amenity & Transport AGM & public meeting on 10 February
- Fortune Green & West Hampstead Area Action Group meeting on 19 February
- Fordwych Residents Association meeting on 20 February

>>121: crash, richard loftus

>>cnj/hh links?

86. On **15 February 2014** a **workshop** was held at The Gallery on Broadhurst Gardens to discuss the West Hampstead Growth Area...

87. A second workshop??

>>other events??

88. At the **NDF meeting on 26 February 2014** at West Hampstead Library, the...

Appendices

The following pages contain the Appendices listed in the text above

Appendix 1: Photo survey from Jester Festival Stall, July 2012

Appendix 2: Results of paper/online survey conducted in June/July 2012

Appendix 3: Community Involvement Strategy, August 2012

Appendix 4: Supporting letter accompanying application to Camden Council to designate the Forum & Area, January 2013

Appendix 5: Information Sheet, February 2013

Appendix 6: Leaflet produced for engagement activities, June/July 2012

Appendix 7: List of responses to the three questions on the Leaflet

Appendix 8: Infographic of leaflet responses

Appendix 9: List of responses to consultation on the Vision and Objectives at the Jester Festival Stall, July 2013

Appendix 10: Responses to questions in all household leaflet, Autumn 2013

Appendix 1: Photo survey, July 2012

(numbers=ticks)	LOVE IT	NO COMMENT	HATE IT	
Shops on Mill Lane	118Need more; Hooray, lovely, more like this on Fortune Green Road please; flat development also looks good.	3	0	
New seating area in front of Library	101Good but should have been 3 or 4 separate benches; nice; very nice; excellent.	9No cleaning provided, now a rubbish dump but an improvement; waste of money during a recession; Money donated by a private donor; waste of money improvement.	1Should have spent it on books.	
New Thames link Station	86Very nice; great design; modern – nice; looking forward to farmers market; more boulevard; great new street scene in West Hampstead; just thankful there are still exits on both sides of the tracks; need benches please; longer to get to but it looks nice; use it. Market place outside; we should use the space for a weekly market.	3Could have been more creative in using the space inside and outside ; ditto; how about some seats useful stalls outside; looks OK how about using the space; need benches .	4Lighting not good at night.	

View down Hillfield Road	79Gorgeous.	8Beautiful; shame about the estate agents board; OK.	2	
West End Green area	76	3A mess, should be improved for the community; Dull paving; too much dog poo; the green needs doing up.	4pigeons	
Leafy Solent Road	73	2OK	3Too many cars.	
More new houses on Mill Lane	66Very nice; sustainable.	10OK; OK; Great; clean design; nice design but extortionate for the size of the houses; very small, very expensive; ok; ok.	37Should have had front gardens not drives; ugly; ugly; does not fit in with environment.	

<p>Extra floor added to mansion block on west end lane</p>	<p>51Blends; OK; well done; v good.</p>	<p>21Didn't know it had been done; did not notice it; it goes with existing building.</p>	<p>3</p>	
<p>1 Mill Lane Apartments</p>	<p>39blends in well.</p>	<p>13OK; Not sure; average.</p>	<p>11too tall ; too tall.</p>	
<p>Infill house on Ravenshaw Street</p>	<p>36Love it; great; lovely; vg.</p>	<p>17not bad; not bad; half good half bad; brick fits in, windows ok, maybe juts out too much; why white; not bad.</p>	<p>18poor; not in keeping; not in keeping; too modern for the street.</p>	
<p>Zero carbon house on Ranulf Road</p>	<p>25</p>	<p>18Nice but how sustainable is the wood. Interesting.</p>	<p>24Ugly; ugly; ugly; took up too much road and pavement on a blind corner.</p>	

<p>Emmanuel School</p>	<p>35Colour of bricks will stand the test of time; needed regardless of appearance; well proportioned well detailed; not bad; not love but its pretty good; very good ; great design.</p>	<p>16not sure about purple bricks; brickwork rather dark; brickwork wrong, design ok; ok but why white; colour?; why were red bricks not used in keeping with the area; colour of bricks; great its extended but bad design; good thing to extend the school shame about the grey bricks; love this school not the design.</p>	<p>51Don't like dismal grey brick; no red bricks, everything else is red brick; too near street; ugly; grey; ugly; ugly; frontage too far out, too high, what are the bumps on the roof; why is it grey and out of character with the rest of the street; awful; why grey; disgusting brickwork does not look good with other buildings; why grey? looks like an architects office in Berlin; why grey industrial brick shame on you Camden; why is it built on the pavement?; industrial building grey brick.</p>	
<p>Conversion of Offices on Sumatra Road</p>	<p>9</p>	<p>18OK</p>	<p>29Safety, ugly; more trees; shockingly ugly and cheap looking.</p>	
<p>Paved over gardens</p>	<p>6Who cares; none of our business.</p>	<p>28OK; Nice garden to sit in.</p>	<p>34Environmentally unsound; Shame!; ok; bad for foundations; awful; nasty; too much run off.</p>	

New Building in Maygrove Road	5	8good functionality, very poor exterior design, low brick wall security risk for residents.	33need trees; front looks like office building.	
Buildings on Maygrove Road	2	13OK; OK	32	
Flats behind Synagogue	19	17Does not go with red brick.	57Too high.	
New Houses on Gondar Gardens	16OK here; quite nice look and good sized windows; Successful infill.	11OK some issues with brick; wrong design does not match the surroundings .	64Wild life; looks like an industrial building not a home; ugly; ugly; ugly; too much grey;	

<p>New House on Mill Lane</p>	<p>10</p>	<p>8</p>	<p>54Awful; ugly; ugly; not in keeping; poor; urgh; terrible eyesore; not in keeping.</p>	
<p>Ellerton on Mill Lane</p>	<p>7Classic Sydney Cook era architecture; looks like a giant snail but it is monumental; Love it, from the inside top floor.</p>	<p>7Don't like it; Monster ugly.</p>	<p>78Hideous knock it down please; vile; demolish now!; vile.</p>	
<p>Travis Perkins</p>	<p>2</p>	<p>8Rather indifferent.</p>	<p>74Demolish; horrible design; height.</p>	

Appendix 2: Results of paper/online survey, June/July 2012

West Hampstead and Fortune Green Neighbourhood Development Forum

Results from the Summer 2012 Survey

Key points

The survey was conducted on paper and via the internet. Paper copies were issued at the Jester Festival 2012 and at a few meetings after the Festival. The internet version was available for one month from 24 June to 23 July 2012

There were **180 responses** - 85 paper surveys and 95 on-line surveys returned, most returns had responses to most of the questions.

Coverage of the area was widespread. See the map indicating responses by street, where given. Some low response areas could be usefully resurveyed.

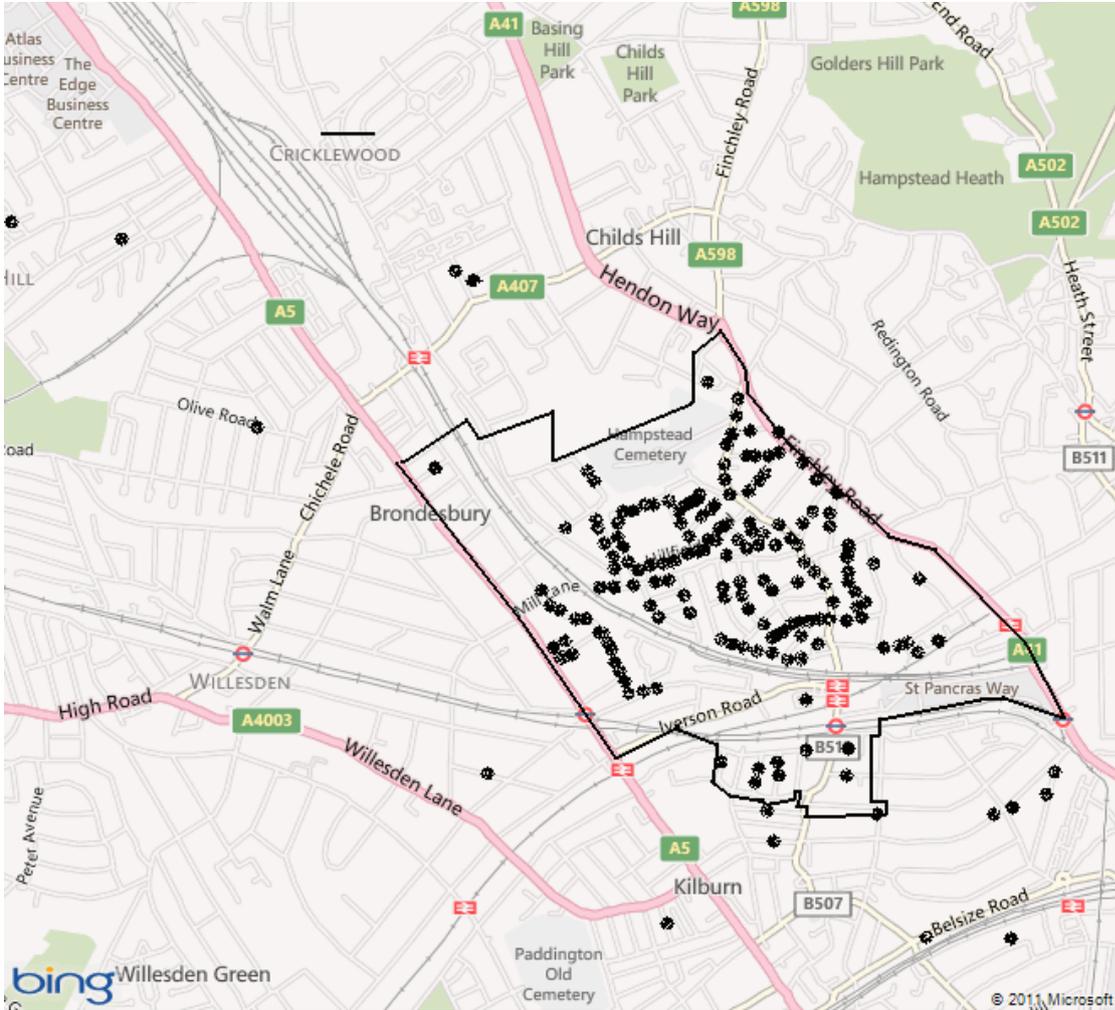
The cross section of the population is not completely out of line with the data on the neighbourhood available from the last census 2001, but there is a strong bias towards responses from owner-occupiers, older people and long term residents, who probably are largely the same group.

Only the on-line survey had open ended questions. These responses are available, anonymously, and are available in a separate document.

		Paper survey	Online survey	Total	%	No. of Responses			
									2001 census
Are you male or female?	Male	28	52	80	49%	164			
	Female	45	39	84	51%				
Which category below includes your age?	17 or younger	3	1	4	2%	176			
	18-20	0	0	0	0%				
	21-29	2	13	15	9%				
	30-39	21	25	46	26%				
	40-49	19	17	36	20%				
	50-59	17	9	26	15%				
	60 or older	23	26	49	28%				Survey Census
What is your ethnic background	White British	60	65	125	74%	168	White British	74%	55%
	White Irish	3	2	5	3%		White Irish	3%	6%
	White Other	9	15	24	14%		White Other	14%	17%
	Mixed ethnicity	1	2	3	2%		Mixed ethnicity	2%	4%
	Indian	2	3	5	3%		Indian	3%	3%
	Bangladeshi	0		0	0%		Other	5%	16%
	Pakistani	1		1	1%				
	Other Asian	1		1	1%				
	Black Caribbean	0	1	1	1%				
	Black African	2		2	1%				
	Black Other	0		0	0%				
	Chinese	0	1	1	1%				
	Other ethnic group	0		0	0%				
How many children age 17 or younger live in your household?	Average								not calc at present
About how long have you lived in this neighborhood?	less than 1 year	0	6	6	3%	173			
	less than 2 years	3	5	8	5%				
	less than 5 years	15	11	26	15%				
	less than 10 years	12	21	33	19%				
	less than 20 years	19	20	39	23%				
	more than 20 years	31	30	61	35%				census survey
In which type of housing do you currently live?	Privately rented flat	9	13	22	13%	172	private rent	33%	14%
	Privately rented house	0	2	2	1%		council HA	23%	4%
	Public rented flat	2	2	4	2%		Owner occupied	41%	82%
	Public rented house	2	2	4	2%		Flat	72%	75%
	Owner occupied flat	31	48	79	46%		House	27%	23%

	Owner occupied house	37	24	61	35%			
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Map showing street of respondees, where street given. Black blotch indicates one survey returned



Raw results of the survey

Question	Answers	Paper survey	On-line survey	Total	% of total	Number of responses
Had you heard about the West Hampstead and Fortune Green Neighbourhood Development Forum before today	Yes	33	52	85	49%	174
	No	51	38	89	51%	
Do you belong to any groups or residents' associations?	Yes	38	43	81	47%	173
	No	45	47	92	53%	
If so, would you be willing to represent your group on the Neighbourhood Planning Forum?	Yes	30	21	51	35%	145
	No	40	54	94	65%	
Do you think West Hampstead has a 'village feel'?	Yes	66	78	144	85%	170
	No	14	12	26	15%	
Do you think that West Hampstead has the right mix of shops, restaurants and cafés?	Yes	30	42	72	42%	170
	No	51	47	98	58%	
Which do you think are most valuable in our high street?	Independent shops	55	43	98	56%	174
	Well known chains	0	1	1	1%	
	Both	31	44	75	43%	
Do you think that West Hampstead has enough open spaces?	Yes	28	29	57	34%	166
	No	49	60	109	66%	
Do you think that West Hampstead has the right balance between old and new buildings?	Yes	57	64	121	75%	162
	No	19	22	41	25%	
Do you feel enough is being done to protect and preserve older buildings/design features in the area?	Yes	16	33	49	30%	161
	No	57	55	112	70%	
Are you aware that the London Plan identifies the area around the three stations in West End Lane (the "interchange area") as an area for intensification, i.e. building more housing?	Yes	46	70	116	68%	170
	No	34	20	54	32%	
What do you think should have the greatest priority in developing our area? * Some gave multiple responses	Housing	34	32	66	36%	182
	Employment	36	23	59	32%	
	Shops	26	31	57	31%	
Are you willing to accept more high-rise buildings in West Hampstead to increase	Yes	15	26	41	25%	164

the amount of housing in the area?	No	61	62	123	75%	
Do you know about the West End Green conservation area?	Yes	38	56	94	55%	172
	No	44	34	78	45%	
If yes, do you think the conservation area should cover more of West Hampstead?	Yes	44	47	91	61%	150
	No	5	12	17	11%	
	Don't know	21	21	42	28%	
Camden Council has a 'car-free' policy for large new developments in the area. Do you think it is right to limit car ownership and use?	Yes	52	66	118	71%	166
	No	24	24	48	29%	
Thinking about the level of street parking in the area, do you think there is :	Not enough	32	44	76	46%	165
	Too much	7	10	17	10%	
	About right	37	35	72	44%	
Some businesses would like more short-term pay and display parking, particularly in retail areas. Is this a good idea?	Yes	59	68	127	79%	161
	No	14	20	34	21%	
Thinking about road safety, do you think there should be a 20mph speed limit on all roads in the area?	Yes	52	54	106	63%	169
	No	27	36	63	37%	
What do you think more street space should be given to?(pick one)	Cars	8	11	19	11%	170
	Bicycles	23	14	37	22%	
	Pedestrians	51	63	114	67%	
What would you like to see included in a Neighbourhood Development Plan for Fortune Green & West Hampstead?	Open-Ended Response		55			
What are the things you like about the area?	Open-Ended Response		61			
What are the things you like about your street?	Open-Ended Response		62			
What things would like to protect in your area?	Open-Ended Response		61			
How do you think the area should develop in the future?	Open-Ended Response		53			
Where should new development in the area be located?	Open-Ended Response		53			
Village Feel comments	Within responses above		37			

Topics mentioned in Responses to Open Ended Questions

	Green space	Commerce	Community	Other	Public Services	Conse rvation	Streets	Transport	Design & Devt	Housi ng	Traffic	Grand Total
What would you like to see included in a Neighbourhood Development Plan for Fortune Green & West Hampstead?	2	18	6		10	3	12	3	14	16	7	91
What are the things you like about the area?	18	22	5	2	14	2	14	2	17	9	11	116
What are the things you like about your street?	14	32	49	1	13	6	3	29	4	5		156
What things would like to protect in your area?	29	11	19	5	3	13	6	5		4	6	101
How do you think the area should develop in the future?	40	18	9	3	8	20	8	3	2	3	2	116
Where should new development in the area be located?				53								53
Grand Total	103	101	88	53	48	44	43	42	37	37	26	633

Fortune Green & West Hampstead Neighbourhood Development Forum

COMMUNITY INVOLVEMENT STRATEGY

The Fortune Green and West Hampstead Neighbourhood Development Forum believes local people should be at the heart of changes to their Neighbourhood. The newly established Neighbourhood Development Forum aims to empower and enable those living and working within the Forum boundaries, to develop a Neighbourhood Development Plan. This will be a shared vision which will help influence and shape:

- The design of local buildings and places
- Local planning policies and decisions
- Have a positive impact on local place-making

We aim to establish tools and mechanisms to effectively engage all those potentially affected by the proposed NDP, and increase awareness of how the interaction between various neighbourhood component parts - such as schools, community organisations, health centres, business & retail sector, local residents, council services, transport, environment and green spaces, etc - affects our everyday lives. The NDF hopes to build a Plan which is owned by the community at large. As an integral part of the process, communities will consequently develop a better understanding of how good design and planning leads to places that are better used, better connected, better managed and as a result, more sustainable. This will ultimately affect the way people feel about their homes, communities and neighbourhoods.

Our Community Involvement strategy has identified key elements to ensuring that the Fortune Green and West Hampstead Neighbourhood Development Forum builds community participation and involvement into the creation of a Plan by focussing on the following:

- Creating a live and multi-dimensional communications strategy which will reach as many sections of the community as possible
- Increasing a basic understanding and community awareness of the planning process, current national, regional (London) and local plans, and how local people can establish their own priorities and vision, to influence future design, management and sustainability of their neighbourhoods
- Creating meaningful opportunities for sustained participation in the formation of the Plan
- Create a desire, ability and aspiration to be involved in planning decisions and as a result build social capital to enhance social cohesion
- Developing a strong representative network of member partners which include local individual residents, community organisations and tenants/resident groups, members of the retail and business community, local councillors, planning officers,

schools, health sector reps, faith and cultural organisations, green & environment focussed partnerships, and other relevant agencies.

Our Community Involvement Strategy should reflect the basic principles in any Statement of Community Involvement identified by Camden - as appropriate to the FGWH-NDP. It is also expected to incorporate or enhance certain key elements of the West Hampstead Place-Shaping Plan which is itself the result of reasonably wide community consultation from various individuals and sectors.

Equality Statement: the Fortune Green and West Hampstead Neighbourhood Development Forum must be underpinned by the principle of aiming to include as many sections of the community as possible in shaping the final Neighbourhood Development Plan. As with most Equality principles – the NDF aims to develop effective strategies and safeguards to in-build participation by the wider community regardless of race, ethnic origin, age, gender, ability, sexual orientation, faith and cultural backgrounds. These will need to demonstrate a depth of outreach and multi-dimensional involvement which will engage those in the community identified as not being currently or traditionally engaged in local decision-making processes. This will take time, resources, imagination and resolve, and we will need to draw upon the wider skills base within the community and beyond to achieve this.

Key Elements to the Strategy:

- 1) **Inform:** to develop an effective communications strategy which will include the more proven methods such as newsletters and bulletins, posters and leaflets, and established social media. Before the Forum was initiated, some of the front runner participants attended some Council-run workshops, to familiarise themselves with the process. Further Training and research must be part of the continuous process by those taking an active role, to help facilitate and better inform the whole process. The NDF has already set up a website to engage with the “online community” in the area. This will facilitate speedy, online communications and consultation, but can also send links to other active local blog sites and the Camden-wide “We are Camden”. However we must recognise there are many different communities within one larger neighbourhood. In West Hampstead and Fortune Green, there may be many young and active older “online” users who regularly engage with the “online community” but not necessarily participating in any online planning or community consultation “conversations”. There are also the less digitally active, hard-to-reach and less visible communities, who should be engaged and enabled to participate if they wish. All sets of communities have their challenges as to how to make the “planning process” seem meaningful and worth getting involved in. Some suggestions as to how to approach this are identified in sections 2 and 3. However, once the wider community is connected and engaged, active mailing lists and other mechanisms for “keeping communications live” will be gradually developed into what will hopefully become a neighbourhood-wide increased conscious about planning and environment.

2) **Involve and Consult:**

First Steps: – leaflets and bulletins, invitation to initial meetings using blogs and online communications (see above in 1.), contact with existing community groups and TRA's, contacts from place-shaping exercise, and local councillor's website/blog. A list of all community and TRA groups already involved is listed as an attachment, and they will be expected to be deployed as effective agents to "spread the word" and encourage attendance at forum meetings and events, as well as give relevant member feed-back to the Forum itself throughout the Development Plan Process.

Second steps: – using proven wider consultation methods – eg questionnaires and participation exercises at community events and Festivals, local press, one-off events, outreach, sub-groups and public meetings. Experts and advisors can be involved at some of these events, to build a better understanding of what an NDP requires and what is needed to shape it. Options can be flexible. Where appropriate these will be sensitive to cultural or other differences.

The results of any consultation exercises will be recorded and the findings published using our communications strategy as detailed above.

3) **Build representative participation**

Taking on board early stage comments about not "just using established groups", it is important that the Forum retains a fresh and open image to encourage individual involvement as well as recognising the value of using groups as effective neighbourhood partners and connecting agents.

We can start to use more imaginative steps to engage those least likely to become involved in planning issues – eg children and young people, some minority ethnic communities, older people, people with learning difficulties and those with mental health issues, those who are not active "online users", etc. An outreach programme, and involvement of key partners such as community centres, sheltered housing units, schools and PTA's, TRA's, faith groups, etc – can be instrumental in this and need to be brought on board. To increase outreach, Focus Groups can be organised: these should be fun, made appropriate and relevant to those attending, highly participative, stepping outside the boundaries of more traditional planning consultation. As the Development Plan develops, specific Working Groups may be set up to help achieve specific tasks or goals.

Strategies to reach particular sections of the community should be identified for targeted outreach due to identified low (planning) engagement levels. Strategies should include the following mix:

- 1) **Targeted work with those various sections of the community who have been identified as being under-represented in planning consultation and other community**

consultation exercises generally. This should include a mix of focus groups, using key partners in the community, for example:

- to have focus groups in Sheltered Housing Units
- approach schools and local youth groups and engage teachers and youth leaders and young people in jointly run exercises which are age appropriate

2) Re-design a visual and “social-media people friendly” presentation of the Plan: this can use social-media friendly material which can use video material and interviews, to be more appealing to younger people and those who don't find community consultation exercises as being very accessible in format. This could be used on social media and more appropriate to engage, for instance, with young people

3) Work with Camden's Equalities and Cohesion Unit and local VCS hubs to help identify and reach specific BME communities within the neighbourhood who have lower levels of community engagement, and groups who may be disenfranchised through ability or general lower levels of accessibility

4) Harness the expertise and community contacts by using local and community hubs within the area, for example:

- Local Community Centres, Residents and Tenants Associations, Park Friends and Environmental Groups, School Parent and Teacher's Associations, local Safer Neighbourhood Teams - to reach residents who have particular interest and knowledge of community, housing, environment, family needs, and other local issues

5) Business and Hospitality Sector – ensure engagement of the local Business Forum and make effective use of the business sector in “spreading the word” – eg leaflets at new market, in cafe's, shops, etc.

6) Be creative – use non-traditional methods which are simple but fun! (good example was stall at Jester Festival)

Community Engagement Action Plan: an action plan should be drawn up to enable the Forum to show evidence of a strong and varied consultation exercise, and sustainable contact methodology being in place ahead of the Plan being submitted for approval.

4) Governance and Sustainability

The success of strategies outlined in Sections (1), (2) and (3) will hopefully create a wide base of support and engagement to sustain the momentum of the Development Plan through to successful completion. A greater knowledge of the Planning Process, and what a good Neighbourhood Plan can realistically achieve, should help build sustained participation, not just in the FGWH-NDP but also other local place-shaping and environment initiatives.

Whilst the early-stage Forum opted for membership on an individual basis, the involvement of as many local community groups as possible is encouraged and it will be an aim to ensure all identified local groups are contacted and engaged from as early as possible. Working Groups can practically involve group reps as an appropriate but effective way of harnessing local skills and knowledge.

Sustainability: The Neighbourhood Plan should attempt to in-build a review process for assessing long-term participation, highlighting any weaker areas of engagement which could be further developed. Some meaningful and identifiable “successes” which evidence influence of the Plan will certainly impact upon local residents’ belief and inclination for long-term involvement. The proposed action plan for Community Engagement should contribute towards this.

As West Hampstead is in the middle of a London and Local (Camden) Plan redevelopment hot-spot – with several large and contentious planning applications recently passed – local interest is certainly growing. This will inevitably increase as the new buildings around the Interchange start to take shape and new opportunities like the Farmers’ Market appears. The FGWH-NDP will therefore coincide with local residents and businesses starting to become more aware of the impact of Planning. If carefully managed, the FGWH-NDF should enable those who work and live in the area to become more empowered to take decisions about their immediate neighbourhood and help realise commonly asserted priorities to the benefit of all. Certainly, the interest shown by a general selection of the local population at the recent Jester Festival indicates a higher than expected interest in local development – the challenge will be to harness this in a practical and creative way to get as many people as possible on board. This will create a longer-term stakeholder relationship between local communities and the planning process.

5) Help and Assistance: the FGWH-NDF recognises that in order to finalise the Neighbourhood Plan, assistance will be expected from:

- Local planning officers
- Community Groups
- Some input from agencies offering expert advice on planning, design, community involvement (VAC, Glass House, other “front-runner” NDP’s)
- Local Businesses
- Ward councillors

This will pool local knowledge with planning expertise, to ensure the final FGWH-NDP reflects a genuine expression of local priorities combined with informed planning realism. This should also contribute to longer-term sustainability as the plan inevitably morphs over the years to come.

It is also recognised that in order to fully achieve this, some funding support or other substantial in-kind resourcing will be needed at key stages.

Appendix:

Extract from Camden's Revised Statement of Community Involvement (July 2011)

Ways of involving the community in preparing planning policies

Method of Involving the Community	Explanation
Website	All and planning policy documents, consultations and supporting information will be available on our website. We may also use the website for online comment forms, questionnaires and feedback
Email	We will use emails as our main method of communication. Emails may include information on consultations, responses, the stage of preparation reached, adoption and general updates.
Letter	Letters will only be used where electronic communication is not possible.
Local press	We are required to advertise certain consultations and stages of plan preparation in the local press. The adverts will contain a short summary and let you know where you can find more information.
Meetings	We may meet with groups and organisations relevant to the document being prepared. We may also hold public meetings where individuals can contribute their thoughts.
Attending group meetings	We may offer to attend meetings which are held by existing groups to discuss, clarify or explain issues or documents.
Workshops	Workshops and facilitated events may be appropriate to discuss issues in detail and ensure that a range of people have a chance to express their concerns.
Exhibitions	Exhibitions may be used to explain specific proposals and, when staffed, are useful for clarifying our approach and generating feedback.
Citizens' panel	The Council's citizens' panel includes a cross-section of Camden residents. This can be used to provide views on a planning policy document or topic using various methods, e.g. online and postal surveys, focus groups or online discussions. You can find out more about our citizens' panel at - Camden Talks
Targeted meetings	It may be necessary to arrange meetings with groups who do not normally respond to planning consultations to make sure their views are heard.
Local publicity	Where appropriate, additional publicity measures may be taken at a local level.

Appendix 4: Supporting letter accompanying application to Camden Council to designate the Forum & Area

Regeneration & Planning
6th Floor Town Hall extension
Camden Council
Judd Street
London
WC1H 8EQ

4 January 2013

Dear Camden Council,

I am writing to apply for designation of a Neighbourhood Area and a Neighbourhood Forum.

Neighbourhood Area

1. The Neighbourhood Area predominantly covers the existing council wards of Fortune Green and West Hampstead (see the attached map).
2. The area has been chosen as it represents a clearly defined community which is widely acknowledged by both local residents and Camden Council. There is an obvious boundary in the north with the Camden-Barnet boundary; in the east with Finchley Road; and in the west with the Camden-Brent boundary/the A5. The two wards are often counted as one area by community groups and residents. An initial consultation of local groups, residents and businesses found strong support for a Neighbourhood Area covering these boundaries. In addition, the council's local Area Action Forum covers both wards and there is also some similarity with the area covered by Camden Council's Place Plan for West Hampstead.
3. After consultations with the Cricklewood Improvement Programme, it has been decided to exclude the Camden part of Cricklewood Broadway, as there are plans to establish a tri-borough Neighbourhood Development Plan (NDP) for Cricklewood. Kilburn High Road has also been excluded as there are suggestions that there will be a future bi-borough NDP for Kilburn, covering the Kilburn town centre area.
4. Initial inquiries with residents on the north and west boundaries of the area found no desire for a cross-border NDP going into parts of Barnet or Brent. The borough boundaries are clear and well defined; they also mark the boundary of the inner/outer London zones in the London Plan.

5. In the east, Finchley Road provides an obvious boundary between two distinct areas (NW6 and NW3, mansion blocks and detached homes, and the boundary of two conservation areas); having consulted the RedFrog residents association, we are aware that there are plans for a separate NDP on Froggnal side of Finchley Road.

6. To the south, it proved difficult to establish a clear boundary between West Hampstead and South Hampstead. The ward boundary, the West Hampstead growth area boundary, the South Hampstead conservation area boundary, and the West Hampstead town centre boundary all follow different courses. While the part of the West Hampstead ward boundary which follows the railway lines is clear, the area to the south of the railway lines is not so clear. The Forum received a range of views from people living in the area. After extensive consultations and discussions it was agreed to use the southern part of the West Hampstead ward boundary.
 The reasons for this are: the boundary was discussed and agreed at Forum meetings between January and March; the boundary has the support of the majority of groups covered by the Area; the majority of responses received by the Forum support using the West Hampstead ward boundary; a show of hands at a public meeting held on 22 October suggested strong support for the idea that the area to the south of the railway lines is part of West Hampstead and should be included in the area covered by the Forum; and all three West Hampstead councillors support using the West Hampstead ward boundary as the boundary for the Forum. A residents association covering part of the area south of the railway line – WHGARA – did express some concerns about the boundary. However, a ballot of their members, carried out in November 2012, found that 75% supported the area's involvement in the NDF. Finally, the Forum has decided to include in its Area the small part of West Hampstead town centre on Broadhurst Gardens which isn't part of West Hampstead ward.

7. The Forum will work closely with neighbouring NDFs, where they exist. The Forum will also work with communities and organisations in neighbouring areas and will co-operate over areas and issues of mutual interest.

8. We believe the organisation making this application is a relevant body for the purposes of section 61G of the Town & Country Planning Act 1990.

Neighbourhood Forum

1. The name of the proposed Forum is the Fortune Green & West Hampstead Neighbourhood Development Forum (NDF, the Forum).

2. The NDF was established in January 2012 and has been holding regular meetings since then. The past twelve months have been spent establishing the structure of the Forum

and consulting people living and working in the area as to how we should proceed and on which issues we should focus.

3. A copy of the **constitution** of the Forum, agreed at a meeting on 26 March 2012, is included with this application ([see separate document](#)).
4. The Area covered by the Forum is outlined above, in Section 1.
5. The **contact details** of a member of the Forum are the elected chair of the NDF: James Earl, 4 Canberra Court, 102 Fordwych Road, London NW2 3NP.
6. The Forum has also elected other officers: Cllr Keith Moffitt (Vice-chair); Mark Stonebanks (Treasurer) & Nick Jackson (Communications Officer).
7. The NDF is committed to being as open and inclusive as possible – and involving as many people from as many different backgrounds as possible. There is a clear undertaking to this in our constitution. Membership and all our meetings are open to anyone living or working in the area.
8. A list of names and addresses of **28 people** supporting the formation of the Forum is attached. This list includes residents living across the area covered by the Forum; representatives of the main residents associations and community groups in the area; representatives of local businesses; and all six ward councillors representing the area. In addition, the Forum has an ever growing mailing list of members who receive minutes of our meetings and notices of events; there are currently 76 people on this list.
9. The Forum has already established strong links with nearly all the resident, amenity, environmental and business **groups in the Area**, as well as the Area's two community centres. Most groups send a representative to Forum meetings and/or receive minutes of meetings. A full list of groups engaged with so far (January-December 2012) is included with this application ([see separate document](#)).
10. The Forum has a **website** in order to share information with the wider community: www.ndpwesthampstead.org.uk . We have recently set up a **Twitter** account @WHampsteadNDF to spread the word about the Forum and its work. In particular, we hope to use this method to engage those in the 20-39 age group, who form the largest population group in the Area. The work of the Forum has also been promoted by the popular West Hampstead Life Blog www.westhampsteadlife.com and connected Twitter account @WHampstead (which has more than 5,000 followers).

11. While the Forum has been established as a non-political body, it has received support from the main political parties in the area. The six ward councillors have mentioned the Forum, its meetings and its website in recent editions of their **newsletter** - which is distributed to all 10,000 homes in the Area - as well their email update, which goes to around 800 local people.
12. The Forum is committed to a thorough and ongoing process of engagement with local groups and individuals across the whole of the Area. The Forum has already completed an initial phase of consultation to find out what local people want from the plan. This involved having a stall at the annual Jester Festival on Fortune Green on 30 June/1st July and a **paper/online survey**. The survey was completed by 180 people from across the area, from a variety of ages and backgrounds. The backgrounds of those responding broadly match the area's population, as compared with the 2001 census data, in a number of areas - including ethnic background and type of housing lived in. The results ([see separate document](#)) revealed a range of views from a range of people, living across the Area, which will be reflected in the Plan.
13. In order to be clear about the Forum's commitment to inclusivity and engagement, the Forum has agreed a **Community Involvement Strategy** ([see separate document](#)), which forms part of this application and which will run through all the Forum's future activities. The Forum will also build on and reflect other recent consultations undertaken in the area, such as those for the West Hampstead Place Plan.
14. **Future consultations** will take in organisations such as schools, health services, religious groups and youth organisations. Initial contact with these groups found low levels of interest in planning issues and it proved difficult to explain what impact neighbourhood planning could have on them. It was therefore agreed that an engagement would be more meaningful and useful once an early draft of the Plan was in place and comments on it could be made and amendments suggested.
15. The Sidings Community Centre has recently received a grant for a youth reporting project. The Forum is planning to use this initiative to gather the views of young people living in the Area about current and future development. It's hoped a video and/or newsletter will be produced as a record of this project.
16. The Forum is committed to giving as many people as possible the chance to contribute to drafts of the Plan as they evolve. The Forum will work hard to achieve the widest possible consensus on the Plan's objectives and policies. Members of the Forum will attend public events in the Area to promote the work of the Forum and engage with local residents. Officers will report on the work of the Forum at future Area Action Group meetings. A series of public meetings are planned for the year ahead.

17. In light of all the above statements, as well as the supporting documents provided with this application, it is clear that the Forum has been established for the express purpose of promoting and improving the social, economic and environmental well being of the Area. The Forum also reflects the character of the Area, in terms of understanding the need for sustainable development – particularly in the West Hampstead growth area – and also dealing with the pressures brought by such development. These principles are clearly articulated in the 10 aims of the Forum, as expressed in Article 3 of our constitution.

18. I believe the NDF meets the conditions contained in section 61F(5) of the 1990 Act.

I hope this application can find support from both Camden Council officers and councillors. I would like to be notified when this application has been formally accepted by the council; when the consultation on the application starts; when the consultation ends; and when a final decision on the application is made.

Yours sincerely,

James Earl
(Chair, Fortune Green & West Hampstead Neighbourhood Development Forum)

Fortune Green & West Hampstead Neighbourhood Development Forum

What is a Neighbourhood Development Forum?

As part of its Localism Act, the government has given powers to local communities to draw up a **Neighbourhood Plan** for their area. A Forum has to be formed to draw up a Plan, which has to be approved by the local council. In Fortune Green & West Hampstead, amenity groups, residents' associations and individuals came together to form an NDF in early 2012.

What area does the NDF cover?

The boundaries of the area are largely the existing council wards of Fortune Green & West Hampstead.

What is a Neighbourhood Plan?

A Neighbourhood Plan will contain planning policies for the area, which will influence planners and developers when making planning decisions. If approved, a Neighbourhood Plan becomes a statutory planning document – and will sit alongside the existing National, London & Camden plans.

How does a Neighbourhood Plan get approved?

Once a Plan is written, it has to go to a Planning Inspector to ensure it doesn't conflict with existing planning documents. There is then a referendum of all those living in the area on whether to adopt the Plan. If a majority of those who vote approve the Plan, it comes into force.

What has the NDF done so far?

We have drawn up a constitution and elected officers. We had a stall at the Jester Festival last summer and circulated a survey about the area which was completed by 180 people. We have monthly meetings and are currently working on early drafts of the Plan.

How can I find out more?

There's lots of information, including links and a map of the area, on our website: www.ndpwesthampstead.org.uk

How can I get involved?

If you want to know more and/or want to be added to our mailing list, please email: ndpwesthampstead@gmail.com

You can also follow us on Twitter: [@WHampsteadNDF](https://twitter.com/WHampsteadNDF)

Is there anything else I can do?

Camden Council is currently consulting on our application to recognise the Forum and the area we cover. Please email ldf@camden.gov.uk by 15th March to say you support the application.



- What do you like about our area?
- What don't you like?
- What do you want to change?
- How can you influence new development?

***We want to hear from local people about what's important to them.
Please tell us what you really feel by answering the few short questions inside.
Want to be kept in touch & get invites to meetings & events?
– find out how inside...***

What is a Neighbourhood Development Forum?

As part of the Localism Act, the government has given powers to local communities to draw up a Neighbourhood Plan for their area. A Neighbourhood Development Forum has to be established to draw up a Plan. In Fortune Green & West Hampstead, local groups and individuals came together to form an NDF in 2012.

What is a Neighbourhood Plan?

A Neighbourhood Plan will contain planning policies for the area, which will influence planners and developers when making planning decisions. If approved in a referendum, the Plan becomes a statutory planning document – and will sit alongside the existing plans for England, London & Camden.

What are the main issues?

Part of West Hampstead (around the three stations) has been designated as a growth area for new homes and jobs. Developments are also proposed across Fortune Green & West Hampstead. We need to accommodate this growth, make sure adequate infrastructure is in place, and protect the area from over-development.

How can I get involved?

We are looking for more people to get involved and help spread the word about the Forum. We also want people to join in meetings, workshops and walkabouts. We will be out and about in the community over the coming months; we need your help to do this!

How can I find out more?

Our website: www.ndpwesthampstead.org.uk

Our Twitter account: [@WHampsteadNDF](https://twitter.com/WHampsteadNDF)

Contact us/join our mailing list - email: ndpwesthampstead@gmail.com

**Map of the Area covered by the Forum and the Plan
(the council wards for Fortune Green & West Hampstead)**



**Where should new development be built?
Should we restrict the height of new developments?
Do we need new schools and infrastructure?
Do we need more green space?**

We need your views:

1. What do you like about West Hampstead & Fortune Green?
2. What don't you like about West Hampstead & Fortune Green?
3. What would you like to change about West Hampstead & Fortune Green?

Either:

Write your replies above and return this to the person who gave it to you

Or:

Send your replies to: ndpwesthampstead@gmail.com

Your contact details + street name:

Thank you for your support!

Appendix 7: List of responses to three questions on the Leaflet

NDF LEAFLET RESPONSES – JUNE/JULY 2013

1. What do you like about West Hampstead & Fortune Green?

Quiet area with plenty of local shops
A lot of facilities if you have children
Easy access to transport, banks & supermarkets
Villagey – West End Lane shop fronts to be preserved
Community feel
Everything
Playing football with friends at Templar House
Peace Park
Beautiful area, traditional buildings and appealing to look at
Easy access to transport
Beckford School
Lots of cafes
Good parks
Very residential and quiet
People are friendly in general
Transport access
The people
Lots of green space & local shops – it feels like a village
Close to Hampstead Heath and lots of green space
Clean, quiet
The Community, local residents
George the greengrocer on Mill Lane
Good views
Mill Lane
Peace & quiet, easily accessible
The diversity of people, lovely neighbours
The atmosphere, the transport facilities, the farmers' market
Communication – transport main attraction
Excellent transport links
Quiet, lots of families, easily accessible
Village feel, green, similar age people, low crime, good transport links
Friendly, very convenient, farmers' market
Central, nice feel about it, brilliant transport
Nice friendly area, generally clean, good transport
Loads – handy for transport to a lot of places
Farmers' market
West Hampstead Life blog and twitter account

Bookshop, Wet fish cafe
A nice area with friendly people
Safe, farmers' market, nice places to eat
Availability of transport, farmers' market
Village feel, green environment
Good communications, good transport connections, good mix of people
Farmers' market; green space; landscaping planting
Outdoor gym at Peace Park
Farmers' market, certain shops, nice neighbourhood, access to transport
Village feel, new pedestrian area outside Thameslink station, Peace Park
Parks, Shops, Sidings Community Centre, farmers' market, good amenities
Maygrove Peace Park; shops on West End Lane
Peace Park
Good transport, neighbourhood very friendly
Farmers' market, transport links are good
Friendly atmosphere, transport links
Community events and festivals, accessibility of area
Fire station, the parks, farmers' market, the library
Peaceful and residential neighbourhood, transport links, green spaces, safe for children
Transport links
Victorian buildings
New station
Farmers' market, community garden initiatives
A dormant sense of neighbourliness seems to be waking up
Local websites such as West Hampstead Life
Neighbourhood feel, farmers' market, festivals, green areas
Sense of community
Good balance between vibrant city life and calm diverse neighbourhood
Good transport, community centres, good shops, green spaces
Peace Park, preserve the area
Friendship, atmosphere, village feel, community groups, good transport
There is a lovely village atmosphere to the area and neighbours are very friendly
The variety of restaurants, shops and cafes in the local area
I like the village atmosphere, the fact that there are not many chain stores, farmers market
Green spaces, the charity shops, general mix of buildings and landscape, absence of tower blocks
It's reasonably accessible to central London, it's a good sized area
Great for families and great transport to central London
Everything – it is my village!
Community, Library, some of the shops
Nice people and atmosphere
Not lots of high buildings, keeps old buildings maintained well
Small shops on West End Lane

Nice family residential area with good schools & nurseries
Victorian village feel and independent shops
The community groups, community cohesion
Fortune Green,
Farmers market
West End Books, Peppercorns, David's Deli, The Kitchen Table, La Brioche, La Brocca
Community events – Jester Festival, FoFG events, Book shop readings etc
West Hampstead Library
New Thameslink station pedestrian space & farmers market
Fortune Green – and films on the green
Mill Lane and West End Lane – and all the local and independent shops
West Hampstead Life blog –makes me feel I belong
New school on Mill Lane and surrounding area
New guerrilla gardening project on Fordwych Road
Small businesses on Mill Lane
School improvement at Emmanuel School
Kid's playground improvement
Accessible to transport & shops
Accessibility & community groups
Peaceful compared to Camden Town
Schools are also lovely
1 Mill Lane development
Outdoor gyms

2. What don't you like about West Hampstead & Fortune Green?

Nothing really
The feeling of community is threatened when every space is built on and piled high with high-rise buildings.
Parking restrictions
Expensive to live in
Some children are too noisy
More car parking
Too quiet if you're a young person
Shisha cafe on Rhondu Road
Not enough schools/6th form colleges
Nothing
It seems that local shops are replaced by chains
Rubbish in the street
State of the Black Path
Road works – burst pipes
Nothing
Need carers for vulnerable people

Dog mess
Area around the tube station can be quite intimidating at night
Variety of shops on high street
Traffic
Kilburn – rundown
Big tall blocks of flats
Far too much building up of the area
Not enough infrastructure – schools, doctors, parking
Developments on Mill Lane are being built without any co-ordination or consultation
Mess around recycling areas
Motor vehicle crime
Fly tipping
Nothing particularly
Tesco parking on West End Lane
Poor access at Underground station
Nothing of note
Very busy in rush hour
Too much new development
No community space, too expensive
Gangs in Peace Park
Traffic
Pricey to live around here
Building in the area
West End Lane congestion
Iverson Road is too dirty and dusty
Fly tipping on Maygrove Road and Iverson Road
Destroying the tight community, too many more people
Rubbish in Peace Park
Less of a sense of community than other parts of London
Too many new housing developments
Too many take-aways, kebab shops, dry cleaners, estate agents
Greedy development
Transient population who seem not to wish to contribute – how can this change?
Bad and lazy architecture – bland and cheap
Litter
General uncaring attitude about area
Parking around Fortune Green – Gym members
Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals
Lack of police presence, gangs/drug dealing in Peace Park
Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding
Not everywhere is accessible for disabled people
Dog poo on Fortune Green

Traffic jams in West Hampstead – especially West End Lane
The fact that it is sometimes hard to park on weekdays
Pedestrian congestion near Overground and post office
Too many cafes and estate agents, doing away with shops
Not the greatest shops
The thought that I might have anything changed
Takeaway shops, estate agents, cost of accommodation
Can't think
Litter on streets, not clean enough
Cars are driving too fast on narrow roads
Chain stores (Tesco etc)
Crowded transport interchange – narrow pavements
Social cleansing, cost of housing, we need affordable housing that doesn't cost so much
Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc
The balance of affordable/student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community
Lack of parking
Poor bike routes
Endless traffic issues on West End Lane - the road being dug up & Tesco parking
Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community
No fishmonger, no butcher
Lacking of social and affordable housing, so “ordinary” young people can live here
“American shutters” on shop fronts – resulting in a disconnection from our streets
Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc
Too much car traffic on Mill Lane & West End Lane
Inadequate pedestrian crossing on Finchley Road
Property price bubble
Motorcycle shop parking around Achilles Road
The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross
Lack of good school places
Extortionate rent prices
Parking restrictions
Once a week rubbish collections
Maintenance of council housing estates
Wayne Kirkham Way – not safe; overgrown; poor lighting
The area around the WH stations isn't safe for pedestrians
Lack of cycle routes
No full sized sports pitch

3. What would you like to change about West Hampstead & Fortune Green?

Rubbish collections in evening, so doesn't disrupt traffic
More affordable & social housing, especially homes with 5 bedrooms
Make it safer
More affordable housing
More parks, playgrounds for kids
Nothing
More affordable housing
Better rubbish collection
Facilities for children are limited
More community events
Longer opening times for the Library, including Sundays
Better nurseries for under 2s
Less traffic
Lower rents for young people
Butcher's shop
Stop the new builds – the area is overcrowded
CCTV on West End Lane
Visible policing
Fewer road works
More light at night on Sherriff Road
Pavements are too narrow
Tall buildings
More independent shops, no charity shops
General uplift of the area
More character shops – not estate agents and coffee shops
More children's things in parks
Enforcing parking restrictions
Separate recycling for bottles, paper and food
More cycling routes
20mph speed limits
More parks and open spaces
More independent shops, more play areas
Fishmongers
Preserve and expand green spaces
Less chains stores and supermarkets – West End Lane feels soulless
More delis, restaurants and bars
More quality developments
More independent shops
A quota on takeaways
Local town hall meetings
More greening in the streets

Peace Park – make safe and livelier
Not so many building plans
Keep the area neighbourly
Graffiti around the tube station should be cleaned up
Try to improve the mix on high street – how about a butcher?
Limit the pace of change to sensible growth, not multiple major developments
More police, more schools, longer library opening hours
Improvements to the Peace Park
Disabled access to Underground & Overground stations
More regular rubbish collections
Reduce the number of pedestrian crossings and bus stops by the stations –they cause congestion & pollution
More parking
Nothing
It would be great to have more sports facilities
Nothing really except rising house prices
More involvement in community decisions
Speed bumps on Holmdale Road
Underpass linking stations, fewer chain stores (get rid of Tesco), more school places
Restrict heavy commercial vehicles from West End Lane & Fortune Green
Make West End Green a more inviting place
Build affordable housing, not just expensive flats
Make sure there are enough schools/doctor's surgeries etc to support the expanding population
How can transient residents be encouraged to be part of living here?
How can landlords and managing agents be managed?
More active green spaces – including micro spaces, tree pits, greening the area, green walls, green roofs, allotments
Make the Library an active and lively hub for all community initiative
Restrict car access to school areas (Mill Lane)
Establish cycle routes
Semi-ban on large/dangerous/polluting vehicles (4x4)
Congestion charge on 4x4
Make it a plastic bag free town!
More affordable housing
Increased family activities
More pedestrian bridges over the railway lines
Swimming pool and sports facilities
Improve Iverson Road park
Bike lanes
Astroturf on Sidings outdoor pitch – and extend onto Liddell Road site
Clothes shops & sports shops
Link West Hampstead Underground & Overground stations

Appendix 8: Infographic of Leaflet Responses

West Hampstead & Fortune Green / Development Objectives / as of summer 2013

Objective 1: Housing

Development in Fortune Green & West Hampstead will provide a range of housing and housing types, including social and affordable housing, as well as housing suitable for families, old people and young people. The West Hampstead Growth Area will be the focus for new development and will provide new housing and accompanying additional infrastructure. Development outside the Growth Area will be on a smaller scale.

Objective 2: Design & Character

Development will be of high-quality design and will need to fit in with the existing styles of the Area, large parts of which are covered by Conservation Areas. The height of new buildings shall fit in with the rooflines of existing buildings in their immediate vicinity. In all development there shall be a presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it.

Objective 3: Transport

Development will enhance the provision of public transport in the Area. West Hampstead's three rail stations shall be the focus of improvements. Making better provision for pedestrian movement through the Area, particularly around the West Hampstead interchange, is a key priority.

Objective 4: Community Facilities

Development will contribute to social and community facilities in the Area and bring improvements to meet the needs of the growing population. Local services and community facilities – including schools, nurseries, health centres, libraries, community centres and youth facilities – are all of high importance to delivering a sustainable community.

Objective 5: Economy

Development will promote and support a successful local economy, with thriving town and neighbourhood centres. Commercial development shall provide new jobs and attract new businesses to the Area. Such development shall also provide flexible space, particularly for small and micro-businesses.

Objective 6: Natural Environment

Development will protect and enhance existing green/open space and the local environment. Development will also provide new green/open public space. Development shall promote biodiversity and nature conservation and allow for the planting of new trees.

1. What **do you like** about West Hampstead & Fortune Green?

Quiet area with plenty of local shops
 A lot of facilities if you have children
 Easy access to transport, banks & supermarkets
Villagey – West End Lane shop fronts to be preserved
Community feel
 Everything
 PLAYING football with friends at Templar House
 PEACE PARK
 Beautiful area, traditional buildings and appealing to look at
 Easy access to transport
 Beckford School
 Lots of cafes
 Good parks
 Very residential and quiet
People are friendly in general
 Transport access
 The people
 Lots of green space & local shops – it feels like a village
 Close to Hampstead Heath and lots of green space
 Clean, quiet
 The Community, local residents
George the greengrocer on Mill Lane
 Good views
 Mill Lane
 Peace & quiet, easily accessible
 The diversity of people, lovely neighbours
 The atmosphere, the transport facilities, the farmers' market
 Communication – transport main attraction
 Excellent transport links
 Quiet, lots of families, easily accessible
Village feel, green, similar age people, low crime, good transport links
 Friendly, very convenient, farmers' market
 Central, nice feel about it, brilliant transport
 Nice friendly area, generally clean, good transport
 Loads – handy for transport to a lot of places
Farmers' market
 West Hampstead Life blog and twitter account
 Bookshop, Wet fish cafe
 A nice area with friendly people
 Safe, farmers' market, nice places to eat
 Availability of transport, farmers' market
Village feel, green environment
 Good communications, good transport connections, good mix of people
Farmers' market; green space; landscaping planting
 Outdoor gym at Peace Park
Farmers' market, certain shops, nice neighbourhood, access to transport
Village feel, new pedestrian area outside THAMESLINK STATION, PEACE PARK
 Parks, Shops, Sidings Community Centre, farmers' market, good amenities
 Maygrove Peace Park; shops on West End Lane
 PEACE PARK
 Good transport, neighbourhood very friendly

Farmers' market, transport links are good
 Friendly atmosphere, transport links
 Community EVENTS AND FESTIVALS, accessibility of area
 Fire station, the parks, farmers' market, the library
Peaceful and residential neighbourhood, transport links, green spaces, safe for children
 Transport links
 Victorian buildings
 NEW STATION
Farmers' market, community garden INITIATIVES
 A dormant sense of neighbourliness seems to be waking up
 Local websites such as West Hampstead Life
Neighbourhood feel, farmers' market, festivals, green areas
 Sense of community
 Good balance between vibrant city life and calm diverse neighbourhood
 Good transport, community centres, good shops, green spaces
 PEACE PARK, preserve the area
Friendship, atmosphere, village feel, community groups, good transport
 There is a lovely village atmosphere to the area and neighbours are very friendly
 The variety of restaurants, shops and cafes in the local area
 I like the village atmosphere, the fact that there are not many chain stores, farmers market
Green spaces, the charity shops, general mix of buildings and landscape, absence of tower blocks
 It's reasonably accessible to central London, it's a good sized area
 Great for families and great transport to central London
Everything – it is my village!
Community, Library, some of the shops
 Nice people and atmosphere
 Not lots of high buildings, keeps old buildings maintained well
 Small shops on West End Lane
 Nice family residential area with good schools & nurseries
Victorian village feel and independent shops
 The community groups, community cohesion
 Fortune Green,
Farmers market
 West End Books, Peppercorns, David's Deli, The Kitchen Table, La Brioche, La Brocca
Community events – Jester FESTIVAL, FoFG events, Book shop READINGS etc
 West Hampstead Library
 New THAMESLINK STATION pedestrian space & farmers market
 Fortune Green – and films on the green
 Mill Lane and West End Lane – and all the local and independent shops
 West Hampstead Life blog –makes me feel I belong
 New school on Mill Lane and surrounding area
 New guerrilla gardening PROJECT on Fordwych Road
 Small businesses on Mill Lane
 School improvement at Emmanuel School
 Kid's PLAYGROUND improvement
 Accessible to transport & shops
 Accessibility & community groups
Peaceful compared to Camden Town
 Schools are also lovely
 1 Mill Lane development
 OUTDOOR GYMS

2. What **don't you like** about West Hampstead & Fortune Green?

public un-safety

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Need carers for vulnerable people

Motor vehicle crime

Fly tipping

Gangs in PEACE PARK

Lack of police presence, gangs/drug dealing in PEACE PARK

Wayne Kirkham Way – not safe; overgrown; poor lighting

The area around the WH stations isn't safe for pedestrians

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

Area around the tube station can be quite intimidating at night

neglect, litter, fly tipping

Mess around recycling areas
Iverson Road is too dirty and dusty

Fly tipping on Maygrove Road and Iverson Road

Rubbish in PEACE PARK

Litter

General uncaring attitude about area

Dog poo on Fortune Green

Once a week rubbish collections

Maintenance of council housing estates

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

Litter on streets, not clean enough

Transient population who seem not to wish to contribute – how can this change?

Kilburn – rundown

Fly tipping

expensive housing

Expensive to live in
Extortionate rent prices
Property price bubble

Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/student accommodation vs encouraging younger more affluent families to move here – the latter would give more of a permanent sense of community

Social cleansing, cost of housing, we need affordable housing that doesn't cost so much

...cost of accommodation

...too expensive

lack of amenities

No full sized sports pitch

Lack of good school places

Too quiet if you're a young person

Not enough infrastructure – schools, doctors, parking

No community space

Less of a sense of community than other parts of London

development

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Big tall blocks of flats

Far too much building up of the area

Developments on Mill Lane are being built without any co-ordination or consultation

Too much new development

Building in the area

Too many new housing developments

Greedy development

Bad and lazy architecture – bland and cheap

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding

Destroying the tight community, too many more people

types of shops

Too many take-aways, kebab shops, dry cleaners, estate agents

Too many cafes and estate agents, doing away with shops

"American shutters" on shop fronts – resulting in a disconnection from our streets

Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community

No fishmonger, no butcher

Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc

Chain stores (Tesco etc)

Takeaway shops, estate agents

Too many cafes and estate agents, doing away with shops

Not the greatest shops

Shisha cafe on Rhondu Road

It seems that local shops are replaced by chains

Variety of shops on high street

traffic: people, bikes & cars

Poor access at Underground station

Not everywhere is accessible for disabled people

Pedestrian congestion near Overground and post office

Poor bike routes

Lack of cycle routes

Crowded transport interchange – narrow pavements

Pedestrian congestion near Overground and post office

Poor access at Underground station

Very busy in rush hour

Inadequate pedestrian crossing on Finchley Road

Parking restrictions

Parking around Fortune Green – Gym members

Lack of parking

The fact that it is sometimes hard to park on weekdays

Motorcycle shop parking around Achilles Road

West End Lane congestion

Traffic jams in West Hampstead – especially West End Lane

Too much car traffic on Mill Lane & West End Lane

Traffic jams in West Hampstead – especially West End Lane

Endless traffic issues on West End Lane - the road being dug up & Tesco parking

Cars are driving too fast on narrow roads

Road works – burst pipes

Traffic

Motor vehicle crime

Tesco parking on West End Lane

2. What **don't you like** about West Hampstead & Fortune Green?

3. What **● would you change** about West Hampstead

public un-safety

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Need carers for vulnerable people

Motor vehicle crime

Fly tipping

Gangs in PEACE PARK

Lack of police presence, gangs/drug dealing in PEACE PARK

Wayne Kirkham Way – not safe; overgrown; poor lighting

The area around the WH stations isn't safe for pedestrians

The crossing by FG needs to move as it's in a very dangerous position – drivers coming up from WH have a total blind spot where people stand on right to cross

- Make it safer
- CCTV on West End Lane
- Visible policing
- More light at night on Sherriff Road
- PEACE PARK – make safe and livelier
- Graffiti around the tube station should be cleaned up
- More police

neglect, litter, fly tipping

Mess around recycling areas

Iverson Road is too dirty and dusty

Fly tipping on Maygrove Road and Iverson Road

Rubbish in PEACE PARK Litter

General uncaring attitude about area

Dog poo on Fortune Green

Once a week rubbish collections

Maintenance of council housing estates

Managing agents, housing associations & landlords who don't fulfil their obligations – particularly rubbish, poor maintenance, neglect etc

Litter on streets, not clean enough

Transient population who seen not to wish to contribute – how can this change?

● Better rubbish collection

● More parks and open spaces

● Preserve and expand green spaces

● More greening in the streets

● More active green spaces – including micro spaces, tree pits, greening the area, green walls, green roofs, allotments

expensive housing

Expensive to live in

Extortionate rent prices

Property price bubble

Lacking of social and affordable housing, so "ordinary" young people can live here

The balance of affordable/ student accommodation vs encouraging younger more affluent families to move here – the later would give more of a permanent sense of community

Social cleansing, cost of housing, we need affordable housing that doesn't cost so much

...cost of accommodation ...too expensive

● More affordable & social housing, especially homes with 5 bedrooms

● More affordable housing

● Lower rents for young people

● Nothing really except rising house prices

● Build affordable housing, not just expensive flats

● More affordable housing

lack of amenities

No full sized sports pitch

Lack of good school places

Too quiet if you're a young person

Not enough infrastructure – schools, doctors, parking

No community space

Less of a sense of community than other parts of London

● More parks, playgrounds for kids

● Facilities for children are limited

● More community events

● Longer opening times for the Library, including Sundays

● Better nurseries for under 2s

● More children's things in parks

● Local town hall meetings

● Keep the area neighbourly

● more schools, longer library opening hours

● Improvements to the PEACE PARK

● It would be great to have more sports facilities

● More involvement in community decisions

● Make West End Green a more inviting place

● Make sure there are enough schools/doctor's surgeries etc to support the expanding population

● How can transient residents be encouraged to be part of living here?

● Make the Library an active and lively hub for all community initiative

● Increased family activities

● Swimming pool and sports facilities

● Improve Iverson Road park (PEACE PARK)

... more school places

development

The feeling of community is threatened when every space is built on and piled high with high-rise buildings.

Big tall blocks of flats

Far too much building up of the area

Developments on Mill Lane are being built without any co-ordination or consultation

Too much new development

Building in the area

Too many new housing developments

Greedy development

Bad and lazy architecture – bland and cheap

Hugh expansion of multi-occupancy blocks increasing crowding and making it unaffordable for locals

Overdevelopment of the area, traffic, lack of parking, congestion, pollution, over-crowding

Destroying the tight community, too many more people

● Stop the new builds – the area is overcrowded

● Tall buildings

● More quality developments

● Not so many building plans

● Limit the pace of change to sensible growth, not multiple major developments

- Nothing
- Nothing
- General uplift of the area
- Separate recycling for bottles, paper and food
- More regular rubbish collections
- Make it a plastic bag free town!
- How can landlords and managing agents be managed?

types of shops

Too many take-aways, kebab shops, dry cleaners, estate agents

Too many cafes and estate agents, doing away with shops

"American shutters" on shop fronts – resulting in a disconnection from our streets

Lack of independent shops – 2 Tesco & 1 Sainsbury too much for a small community

No fishmonger, no butcher

Proliferation of charity and other low end shops on West End Lane – we should be encouraging small vendors such as butcher, deli, cheese, coffee etc

Chain stores (Tesco etc)

Takeaway shops, estate agents

Too many cafes and estate

● Butcher's shop

● More independent shops, no charity shops

● Fishmongers

● Less chains stores and supermarkets – West End Lane feels soulless

● More delis, restaurants and bars

● More independent shops

● A quota on takeaways

● Try to improve the mix on high street – how about a butcher?

● Clothes shops & sports shops

...fewer chain stores (get rid of Tesco),

traffic: people, bikes & cars

Poor access at Underground station

Not everywhere is accessible for disabled people

Pedestrian congestion near Overground and post office

Poor bike routes

Lack of cycle routes

Crowded transport interchange – narrow pavements

Pedestrian congestion near Overground and post office

Inadequate pedestrian crossing on Finchley Road

Parking restrictions

Parking around Fortune Green – Gym members

Lack of parking

The fact that it is sometimes hard to park on weekdays

Motorcycle shop parking around Achilles Road

West End Lane congestion

Traffic jams in West Hampstead – especially West End Lane

Too much car traffic on Mill Lane & West End Lane

Traffic jams in West Hampstead – especially West End Lane

Endless traffic issues on West End Lane – the road being dug up & Tesco parking

Cars are driving too fast on narrow roads

Road works – burst pipes

Traffic

Motor vehicle crime

Tesco parking on West End Lane

● Disabled access to Underground & Overground stations

● Pavements are too narrow

● Underpass linking stations

● Link West Hampstead Underground & Overground stations

● More pedestrian bridges over the railway lines

● Bike lanes

● More cycling routes

● Rubbish collections in evening, so doesn't disrupt traffic

● Less traffic

● Fewer road works

● Enforcing parking restrictions

● More parking

● Reduce the number of pedestrian crossings and bus stops by the stations – they cause congestion & pollution

● 20mph speed limits

● Speed bumps on Holmdale Road

● Restrict heavy commercial vehicles from West End Lane & Fortune Green

● Speed bumps on Holmdale Road

Appendix 9: Responses to consultation on proposed Vision & Objectives, Jester Festival Stall, July 2013

FORTUNE GREEN & WEST HAMPSTEAD NDF

Jester Festival consultation on draft Vision & Objectives – July 2013

THE VISION:

Development in Fortune Green & West Hampstead will allow for a mixed, vibrant and successful local community. The Area has a distinct and widely appreciated village character with a variety of amenities and excellent transport links. This Plan seeks to retain and protect these positive features, while allowing for new housing, new jobs and sustainable growth in the years ahead.

Agree: 45 ticks

Disagree: 0

Comments:

An excellent area to live in – everything local!

Very good idea to develop the area always.

Must limit high rise and over-intense residential development; need to commit to retaining and developing good mixture of small & large businesses.

Strongly agree to develop Neighbourhood Development Plan.

Good idea to protect and retain the village feel.

Good idea to retain West Hampstead as it is – it's lovely.

No more cars – safer ways to walk to school.

Objective 1: Housing

Development in Fortune Green & West Hampstead will provide a range of housing and housing types, including social and affordable housing, as well as housing suitable for families, old people and young people. The West Hampstead Growth Area will be the focus for new development and will provide new housing and accompanying additional infrastructure. Development outside the Growth Area will be on a smaller scale.

Agree: 44

Disagree: 0

These two pictures (1 Mill Lane & Blackburn Road student block) show what we don't want. What does affordable mean? Define affordable for whom?

As long as it looks beautiful, it's agreeable by me.

All housing development must be for mixed residential use and size, including good size for families.

Must provide housing that is affordable for young people to buy, live and invest in area.
Agree with need for social affordable housing, especially designated for families.
Don't particularly like student housing.

Objective 2: Design & Character

Development will be of high-quality design and will need to fit in with the existing styles of the Area, large parts of which are covered by Conservation Areas. The height of new buildings shall fit in with the rooflines of existing buildings in their immediate vicinity. In all development there shall be a presumption in favour of preserving the distinct character and appearance of the Area, as well as the views across it.

Agree: 44

Disagree: 1*

Red brick!

No more grey brick.

Grey brick very ugly – bring back red!

High quality architecture, even if different, will make a constructive contribution.

Need to make sure that innovative and exciting new styles are not excluded.

Use red bricks, not grey.

*Variation interesting and can work well.

Red brick – keep it in character.

Less high rise 'glass' tower blocks.

Not high rise buildings, keep them very low please.

Stop high blocks being built.

Agree.

Need to support good quality design – not too high and in line with older residential area – good design always welcome though.

Also include eco-friendly sustainable building that can assist in decreasing the cost of running a home.

Please stop hideous building in grey brick used on Emmanuel School & Alfred Court.

Objective 3: Transport

Development will enhance the provision of public transport in the Area. West Hampstead's three rail stations shall be the focus of improvements. Making better provision for pedestrian movement through the Area, particularly around the West Hampstead interchange, is a key priority.

Agree: 46

Disagree: 0

Better pedestrian movement.
Stop Tesco & Sainsbury blocking West End Lane.
Clean up graffiti around stations and clear areas around tracks.
Very good objective.
Great transport links, but interchange area must provide for good pedestrian flow, pavements need to be wider!
Wheelchair access; all stations should have lifts.
Also interconnection with bus routes.
Disabled access.
Safer cycling routes.
Wider pavements around the three stations.
Chiltern Railway interchange.
Improve Iverson Road/West End Lane junction.
Cycling! Cycling! Cycling!
Camden Council needs to keep Tesco trucks off double yellow at Fortune Green/Alfred Court.
Works need to be co-ordinated, so not so much road works.
School development at Alfred Court will provide neighbourhood congestion and road rage, with increased trips, especially at rush hour/peak times with cars/coaches/buses.
Need for better management of streetscape to allow swifter movement between stations.
Better access to Underground & Overground stations for pushchairs & wheelchairs.

Objective 4: Community Facilities

Development will contribute to social and community facilities in the Area and bring improvements to meet the needs of the growing population. Local services and community facilities – including schools, nurseries, health centres, libraries, community centres and youth facilities – are all of high importance to delivering a sustainable community.

Agree: 50

Disagree: 1

Cinema/performance space.
Cinema good idea.
Small cinema – like Everyman in Hampstead.
Cinema could go in converted ENO building.
Fortune Green play centre fenced court sits mostly unused; youth congregate on the green and could be encouraged to use that space – I agree! Me too!
'The needs' – this needs good communication!
Importance of nurseries and primary school places for local residents.
Cinema please.
Emmanuel school very good idea; nice buildings are acceptable please.

Must support community facilities, very important – especially community centres eg Sidings.

Emmanuel School brilliant!

More investment needed in providing family based activities and inclusion for the lonely and isolated.

What happened to the O2 social agreement for football & play areas? Now car park next to be high rise housing?

Good to develop social and community facilities.

Ugly and out of keeping.

Objective 5: Economy

Development will promote and support a successful local economy, with thriving town and neighbourhood centres. Commercial development shall provide new jobs and attract new businesses to the Area. Such development shall also provide flexible space, particularly for small and micro-businesses.

Agree: 44

Disagree: 3

Live/work studios.

More offices for app developers.

Market forces dictate.

Reduced micromanagement of business types; diversification will occur by spontaneous order.

No more hairdressers, charity shops!

No more Starbucks, Nero etc – these kill the small businesses and ruin the vibe.

Enough food shops and hairdressers – need variety.

Work more closely with landlords to create larger retail space.

Careful balance with need for housing in the area needed.

Need to retain thriving business economy.

Small shops please.

No Sainsbury.

No Tesco.

Anything that looks very good is acceptable.

We need butchers and small retailers, not Tesco and Sainsbury.

Support provision of commercial space, but to create a vibrant high street you need a mix of retail unit sizes – a high street benefits from the multiple retailers who simply can't fit into the 100-1000sqft units currently found on West End Lane.

Objective 6: Natural Environment

Development will protect and enhance existing green/open space and the local environment. Development will also provide new green/open public space. Development shall promote bio-diversity and nature conservation and allow for the planting of new trees.

Agree: 45

Disagree: 0

Great idea, West Hampstead is very unique and part of that is the green spaces.

Good to preserve open space.

Stop building on every empty space including green space.

Very little green space in West Hampstead, apart from cemetery.

Leave some areas for parks etc

All new development must have green spaces; need to improve and enhance local parks and open spaces as they are all well used.

Please install a bars training gym in Fortune Green (pull up bars etc) for the young people in the area.

Areas for play.

Need to look at air pollution and keep West Hampstead clean.

Need for green areas, areas to grow food and sell to the local community at the farmers market.

Keep the green, no more developments, need greener.

Strongly agree.

Particularly support provision of public open space.

North-west London is renowned for green.

Picnic benches in Fortune Green park.

Please help keep the open space of the Gondar Gardens reservoir.

Who are you questions:

Gender

Male: 33

Female: 42

Age

Under 20: 1

20-29: 16

30-39: 14

40-49: 14

50-59: 16

60-69: 9

70-79: 5

80+ : 1

Ethnicity

White British: 49

White other: 12

Mixed ethnicity: 5

Indian: 2

Chinese: 2

Black British: 1

Other ethnic group: 3

Irrelevant: 1

How long have you lived in the area?

Less than a year: 3

Less than 2 years: 4

Less than 5 years: 11

Less than 10 years: 15

Less than 20 years: 17

Less than 30 years: 17

Less than 40 years: 7

Less than 50 years: 2

More than 50 years: 1

What type of housing do you currently live in?

Private rented: 11

Public rented: 6

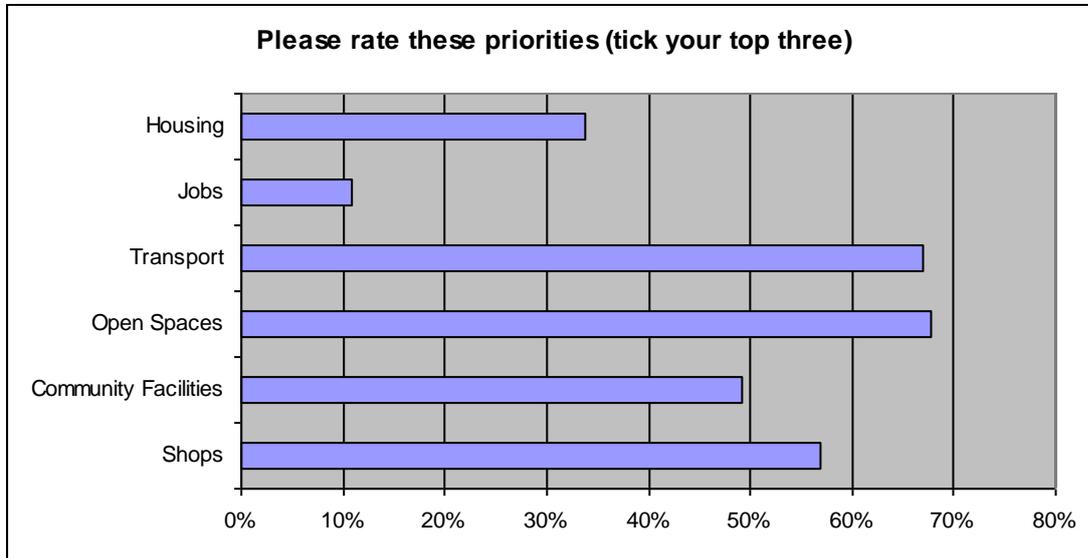
Housing Association: 5

Owner occupied: 47

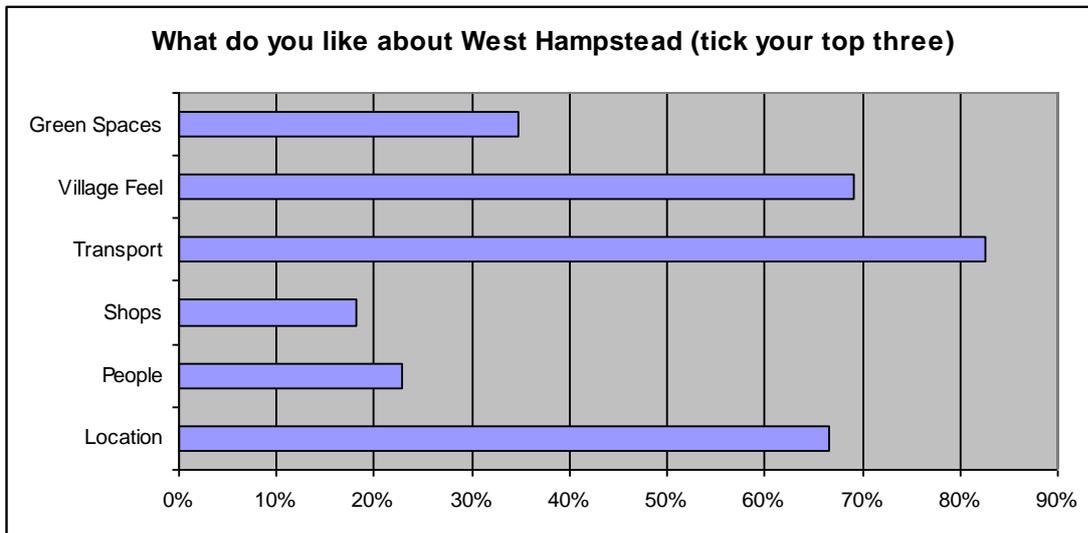
Appendix 10: Responses to leaflet questions, Autumn 2013

273 people responded to the survey (204 online and 69 on the paper form). Many thanks.

Question 1

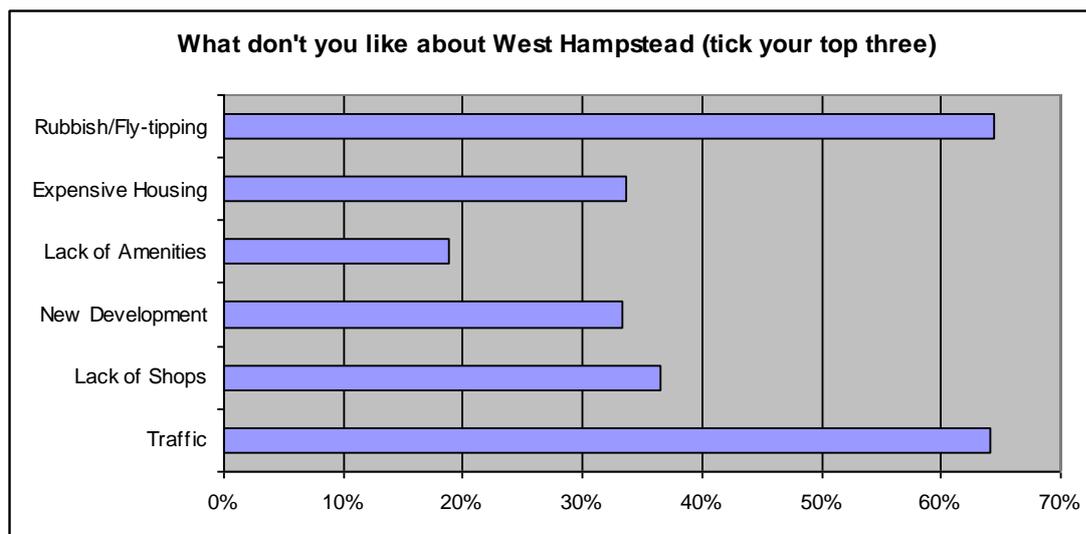


Question 2



Other comments included: 30 minutes' walk to Hampstead Heath; Cafes; Community diversity; Diversity of population; Excellent local schools; Farmers' Market; Feels safe; In fact, all of the above; It has everything you could possibly want or need and is convenient; Its not a nightout destination. I first came here so I could go to a café at 7pm on Friday and see families in town; Near the Heath/Hampstead; Proximity to good council housing; The farmers market, the book shop, friendliness; The library x2; The top end of West End Lane, and the area's village potential; The vibrant West End Lane, in spite of the charity shops and estate agents; Diversity of population; Farmers' Market

Question 3

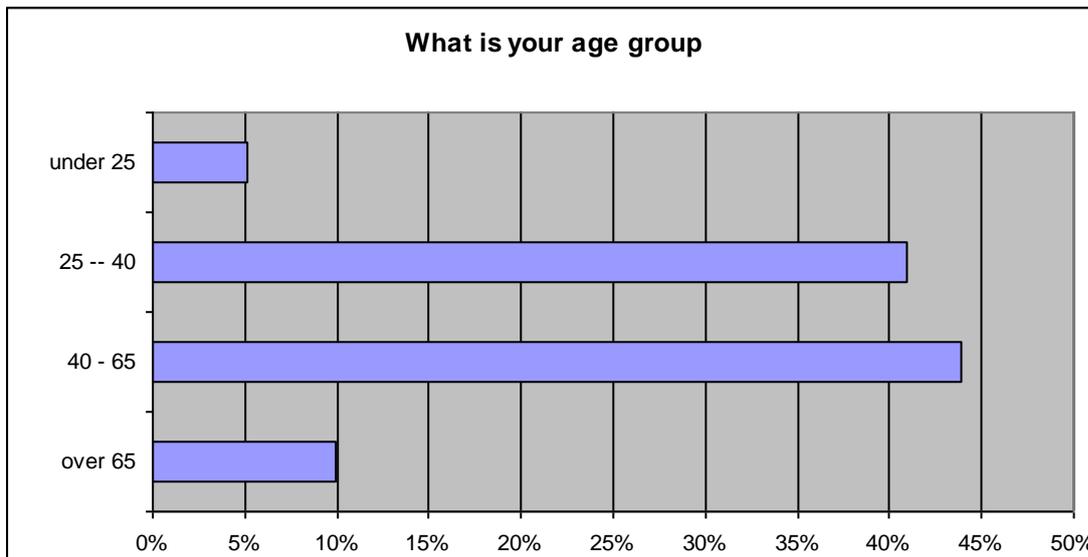


Other "Don't Like" comments

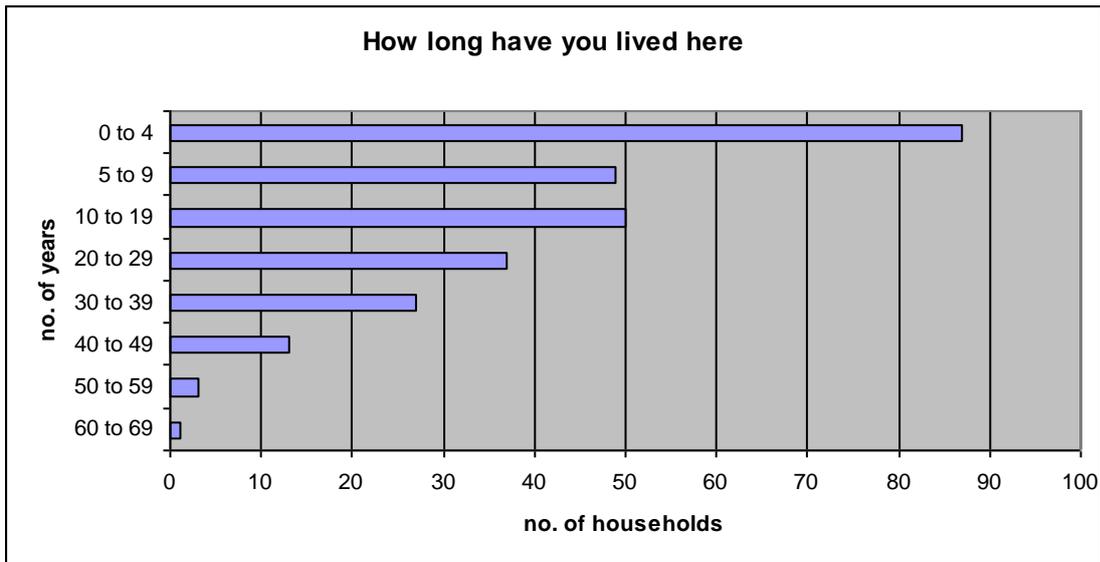
Advertising boards outside shops on narrow pavements.; Badly designed major interchange; Crime; Crime rates; crime, e.g. burglary, theft...; Dog mess; dog poo; Dog poo, Tesco lorries loading/unloading; Dog poop on every corner in Sheriff Road and Lowfield Road; fireworks at night on fortune green; Foxes; inconsistent transport, constant road works; increase in supermarkets; increasing number of chains; Independent shops being priced out of high street; It has become a honeypot for unscrupulous buy-to-let landlords some of whom ignore planning restrictions/building regs; its getting too built up; Lack of cash machines south of tube station; Lack of diversity/independent shops and too many charity shops; dog poo bins - Lack of ; Lack of quality, non-charity shops; lack of respect for environment/ streetscape; Loss of garden centre; lots of shops; Mostly very average shops, although it's improving slowly; No Morrisons; noise level at night; Not against New Development, but it lacks design craft and / or is out of character with the area. Crazy drivers. Dog owners who don't clean up their dogs poo.; Not enough green spaces; Nothing major. Crime I guess but doesn't seem to have got worse particularly. Rubbish has. I could also do without the police helicopters. Otherwise it's a terrific place to live!: parking; Parking (fortune green); Parking Permits; Paying residents parking fees then roads full by those who dont pay to park.; Pollution. Vast amount of garbage dumped on Blackburn Road; poor interchange organisation overcrowded pavements.; Pubs in the area a very poor except for the Priory Tavern; Putting the PO in a church. Lack of schools; Rented properties which are not adequately maintained by landlords; Roadworks - constant on W End Lane. It feels like it's changing very fast, Mice and rats.; run down HMO properties; Some new development has been out of character, e.g. Fortune Green Block with Tescos; streets are dirty; gym at fortune green makes parking problems and encourages undesirable characters near where children play; too many Tesco/Sains, Expresses; supermarket delivery lorries on west end lane; The lack of a friendly pub with no bouncer and no loud music to meet friends at night DESPITE the huge number of eateries.; The scrappy rundown commercial buildings beside railways which no longer see huge use and are not suited to a built up residential

area like this. The traffic on the high street and the mix of shops (hard for planners to affect I concede).; to many non English speaking immigrants; too many charity shops; too many charity shops; too many coffee shops; too many insular professional people; too many people especially not from this country having lots of babies and not talking English; too many people on mobile phones; too many takeaway/kebab shops; too much new development; unkempt house fronts, not enough trees in residential roads; number of parking suspensions; rubbish in the streets; shops (tesco, sainsbury, starbucks stores ; Crime rates; Independent shops being priced out of high street; Lack of diversity/independent shops and too many charity shops; Not against New Development, but it lacks design craft and / or is out of character with the area. Crazy drivers. Dog owners who don't clean up their dogs poo.; Pollution. Vast amount of garbage dumped on Blackburn Road; The scrappy rundown commercial buildings beside railways which no longer see huge use and are not suited to a built up residential area like this. The traffic on the high street and the mix of shops.

About you



How long have you lived here



50% of households have lived in the Area for less than 10 years, 12% for less than 2 years.

Household numbers ALL APPROXIMATE ONLY

Total households responding	266
Households with children	85
% households with children	32%
Number of people per household	1.9
Ratio adults to children	4.2:1

The responses to the questions “What community services/facilities is West Hampstead lacking?” and “ And finally, what would you like to change in West Hampstead?” are available on the NDF website at <http://www.ndpwesthampstead.org.uk/5surveyopenended16dec2013.pdf>

A summary of the numbers of comments by topics is shown below

shops, pubs, restaurants etc	126
traffic	67
rubbish/ dog fouling etc	58
green spaces and parks	51
amenities	43
leisure amenities	36
community	33
development issues	33
pedestrians	33
housing	30
other	26
schools	25
transport	18
safety/crime/vagrants	16
I think WH is pretty good already	14
cycling	13
parking	13
Grand Total	635

(16 December 2013)